

MYSORE

The Home of Sandalwood

GENUINE Mysore Sandalwood Oil distilled from selected Mysore heartwood is recognized as the standard of quality by leading Perfumers the world over.

The delightful effect imparted by Mysore oil cannot be satisfactorily duplicated by any other perfume material.

Always specify MYSORE Oil and insist on sealed and serially numbered containers.

Distilled at our Linden, N. J. plant

Sole Agents for the United States
W. J. BUSH & CO., Inc., New York

Sole Agents for Canada
W. J. BUSH & CO. (Canada) Ltd.
Montreal, Canada

"ye Oldeſte Eſſence Diſtill'rs"

W. J. BUSH & Co.

INCORPORATED

Essential Oils *Aromatic Chemicals*
Natural Floral Products

NEW YORK, N. Y.

LONDON MITCHAM MESSINA GRASSE

GEORGE LUEDERS & CO.

427-429 WASHINGTON ST., NEW YORK

factory: Brooklyn . . . branches: Chicago, San Francisco, Montreal, Mexico City

Established 1885

TRADE GL MARK

OUR SPECIALTIES

★

TONQUIN MUSK

from CHINA

•

CIVET SPECIAL

from ETHIOPIA

•

Of our own manufacture

OIL CARDAMOM
OIL CELERY
OIL CLOVES
OIL CORIANDER
OIL ORRIS CONCRETE
OIL PATCHOULY
OIL NUTMEG
OIL OPOPONAX
OIL OLIBANUM
OIL ORRIS LIQUID
OIL SANDALWOOD

•

LINALOOL *from Cayenne Rosewood* / *from Brazilian Rosewood*

Sole Agents for

CAMILLI, ALBERT & LALOUE

GRASSE, FRANCE

Manufacturers of the famous

MAXIMAROMES

The World's Finest Natural Flower Essences

Published monthly by Robbins Perfumer Company, Inc., 9 E. 38th St., New York, N. Y. Volume 34, No. 5. Subscription rates, payable in advance: United States $3.00 a year; Canada $3.00; Foreign $4.00. Single copies 30c. Application for entry as second class matter at the Post Office at New York, N. Y. is pending.



It's Not All Fisherman's Luck!

When the rod bows and the line whines out in a smother of spray, skill and good tackle are the factors that decide the catch. It's not all fisherman's luck — no more luck than the consistently fine achievements of Kimble Glass Vials in establishing new trends of packaging and sampling — and in winning attention, interest and new sales in many fields of merchandising.



You can't escape the eye-appeal of Kimble crystal vials. Smartly designed—precisely finished—colorful in labelling and closure effects—they invariably command the choice position on the dealer's counter and shelf. Packagers like Kimble Vial versatility — the sturdy, light weight, retempered (strain-free) walls — the wide range of uses and designs — and adaptability to Corks, Screw Caps, Shaker Tops, Droppers, Slip Caps, Applicators, Goldy Seals and many other modern closure possibilities.

Let Kimble Vials carry your products to new sales records. Consult Kimble today for the NEW and CORRECT trend in package styling to fit your particular needs

K
KIMBLE GLASS

• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY • • • • VINELAND, N. J.

NEW YORK • • CHICAGO • • PHILADELPHIA • • DETROIT • • BOSTON



"D & O" Perfume Bases

combine QUALITY and ECONOMY

"D & O"

OSOLS • water-soluble in any odor desired.

FORMOSOLS for masking formaldehyde

WAVOSOLS for permanent wave lotions

PETRODORS non-staining to mask kerosene derivatives

We invite comparison on a *dollar for dollar basis!*

CERULEAN 7728	$10.00 per lb.	An intense, modernistic bouquet for face powders, creams, sachets.
CHIRONA	12.00 per lb.	An "Opoponax" type for powders and toilet waters.
HEATHER 7879	10.00 per lb.	For perfumes, face powders, lip sticks or sachets.
USAMA 8109	12.00 per lb.	An Oriental for perfumes, powders, sachets.

D&O
ESTABLISHED IN 1798

DODGE & OLCOTT COMPANY

180 VARICK STREET • NEW YORK, N. Y.

BRANCHES: PHILADELPHIA • BOSTON • CHICAGO • ST. LOUIS • LOS ANGELES

W. Sanderson & Sons

MESSINA, SICILY FOUNDED 1817

MESSINA CITRUS OILS

bearing the *Sanderson* label have been known and sold all over the world for over a century.

The discriminating buyer of Citrus Flavors recognizes instantly the high ***quality*** and ***uniformity*** of this famous brand.

We offer

OIL LEMON
OIL ORANGE SWEET
OIL ORANGE BITTER
OIL BERGAMOT
OIL MANDARIN

Sole American and Canadian Distributors:

D&O
ESTABLISHED IN 1798

DODGE & OLCOTT COMPANY

180 VARICK STREET • NEW YORK, N. Y.

BRANCHES: PHILADELPHIA • BOSTON • CHICAGO • ST. LOUIS • LOS ANGELES

A Message to Every User of Jasmin

Every perfumer is faced today, for the first time in five years, with *rising* costs.

Natural Jasmin has increased sharply in price. It is used in so many compositions that this price increase becomes a serious factor.

At the same time the wiser and more far-seeing business men recognize that today is certainly no time to tamper with the quality of their merchandise.

With these conditions in mind, we earnestly recommend two Jasmins:

JASMIN 34	$20.00 lb.
JASMIN DIAPHOL	72.00 "

Use them in connection with natural Jasmin or as substitutes for it. You will be amazed at the excellent *natural* character which these products give to your compositions

van Ameringen-

Manufacturers and Importers of Aromatic Essenti

AROMATIC CHEMICALS—ESSENTIAL OILS—FLAVORS—PERFUME SPECIALTI

Spring Suggestions

New, fresh, spring-like perfume oils ready to use in that new line you are working on.

Camellia No. 111 . . . . . $16.00 lb.
for all purposes

Lilac No. 13 . . . . . 24.00 lb.

Lilac No. 12 . . . . . 45.00 lb.

Lutece No. 44 . . . . . 25.00 lb.
for powder

Chypre No. 71 . . . . . 5.00 lb.
for powder

Bouquet AV No. 107 . . . . . 6.00 lb.
for creams, lotions, toilet waters, powders

Carnation No. 42 . . . . . 24.00 lb.
perfume and extra quality toilet waters

Trefle No. 53 . . . . . 45.00 lb.
for perfume and high grade colognes

Fleuroil No. 62 . . . . . 8.00 lb.
for powder and toilet waters

Outdoor Odor No. 54 . . . . 45.00 lb.

Apple Blossom No. 124 . . . . $10.00 lb.
for cream

Fougere No. 165 . . . . . 8.00 lb.

Verbena No. 27 . . . . . 42.00 lb.
for fine toilet waters, creams, lotions

Fixol . . . . . 10.00 lb.
added to any oil makes it more lasting. Cannot be used in creams, but goes well in other preparations.

Send for samples

To Chemists:

Don't fail to see
PHENYL ETHYL ALCOHOL COEUR
$2.50 lb. in 25 lb. lots

Not only does it stand high for its odor value, but it is chemically right. No esters, no chlorine, but high solubility (1 in 50 parts of water).

Send for sample

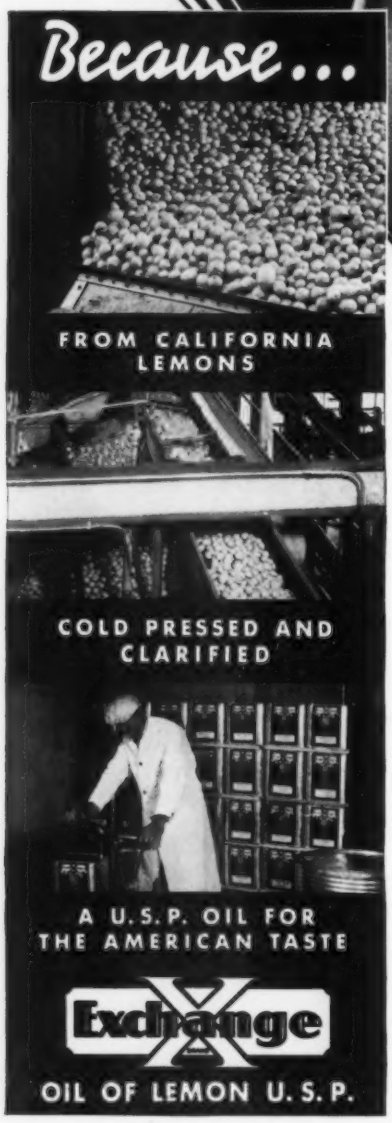
-Haebler, Inc.

315 FOURTH AVENUE, NEW YORK

Chicago *Toronto* *Los Angeles* FACTORY, ELIZABETH, N. J.

OVER TWICE AS POPULAR
as all other Lemon Oils Combined!





EXCHANGE BRAND Led the Field by More than 2 to 1 in 1936—And is making New Sales Records for 1937

HIGH quality and right price have made Exchange Brand Oil of Lemon, U.S.P., the unquestioned leader in the United States.

It is made in the world's largest plant devoted exclusively to lemon products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U.S.P. (Clarified).

Sold to the American market exclusively by

FRITZSCHE BROTHERS, INC.
76 NINTH AVENUE, NEW YORK, N. Y.

•

DODGE & OLCOTT COMPANY
180 VARICK STREET, NEW YORK, N. Y.

Distributors for

CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS COMPANY, Corona, California

Copr., 1936, California Fruit Growers Exchange, Products Dept.

BEFORE the SEED

APRIL showers—May flowers . . . today's advertising—tomorrow's sales. The analogy is obvious. Nor does the similarity end there, for before the showers there were seeds and before the seeds were years of cultivation and care,—of crossing and breeding to produce a specified coloring, fragrance or size. So, too, care in the selection and blending of raw materials must precede advertising if resultant sales are to be abundant, profitable and continuous. Therefore, when the perfume manufacturer chooses a source of supply, he should consider seriously its background of experience, its facilities, personnel and reputation. In other words, he should make sure first of its qualifications for serving him dependably and well, for before the seed, the flower is bred,—and upon his choice of supplier may hinge the future of his product.

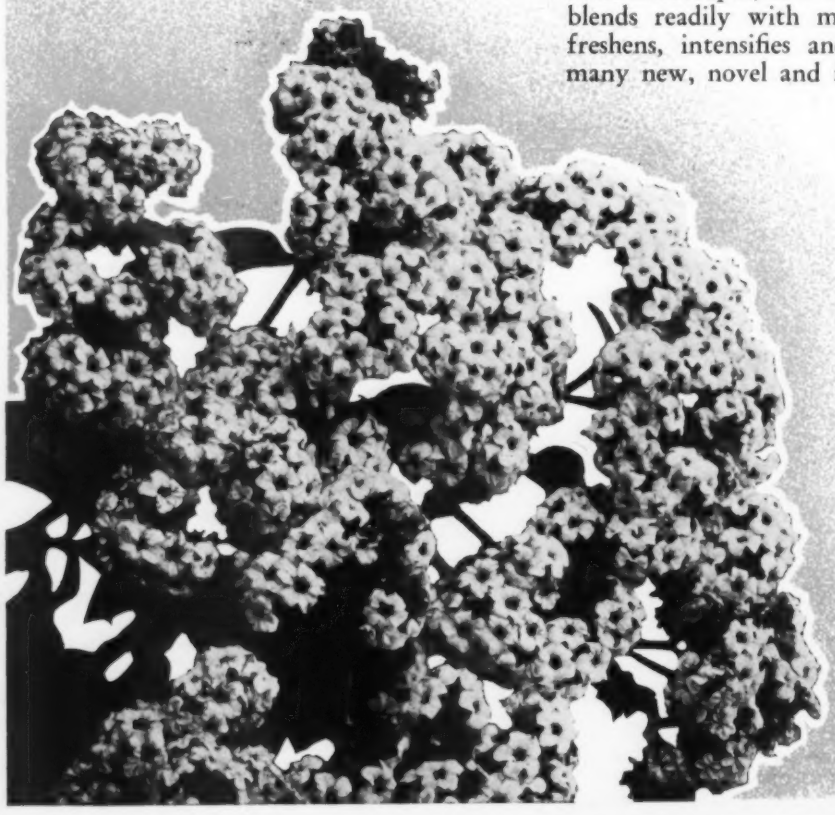
FRITZSCHE BROTHERS, INC.

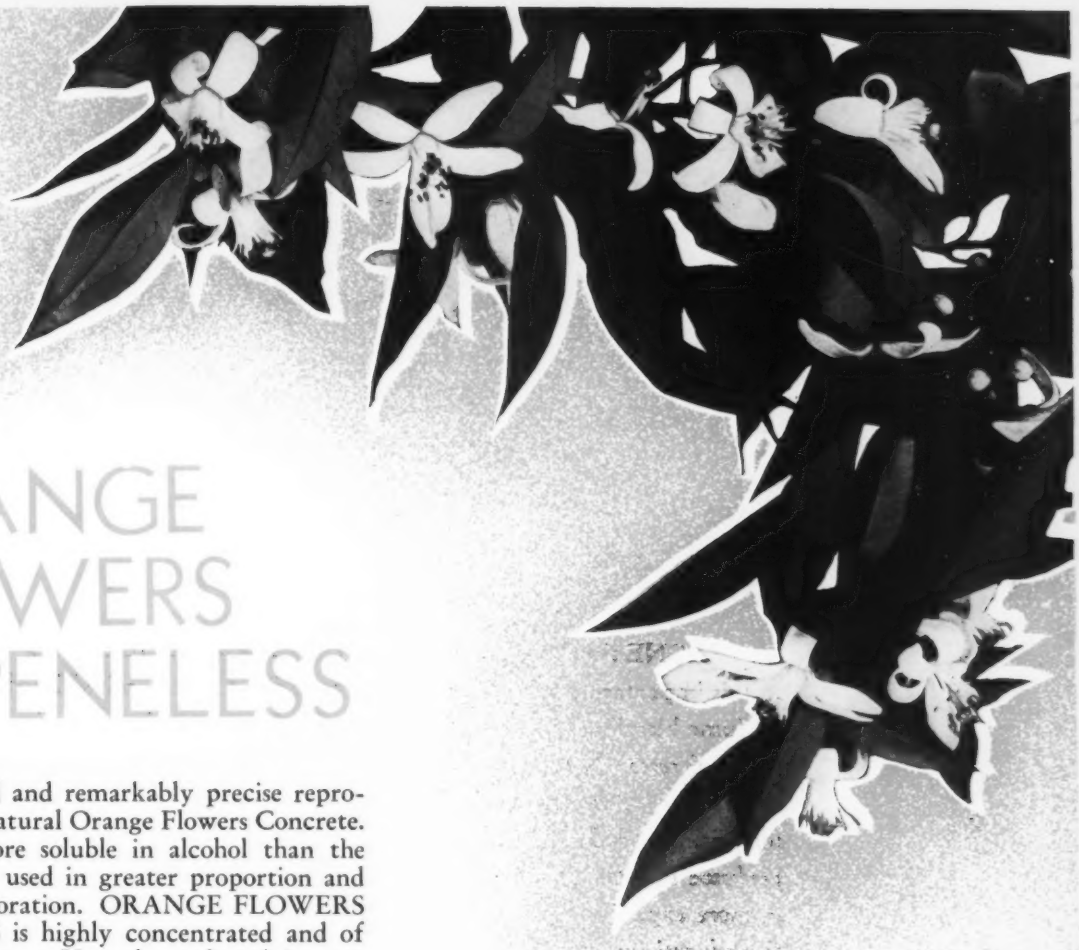


Master Salesmen, these

HELIOTROPE
FLEURS
CONCRETE

. . . not a finished perfume, but rather a specialty to be used as a basic note . . . or in the blending and finishing of perfume compositions. Produces the sweet, indefinite undertone characteristic of so many foreign and modern type perfumes. Stronger, more flowery and more economical than heliotropin, it is highly soluble in alcohol, blends readily with most floral compositions, freshens, intensifies and fixes. Makes possible many new, novel and intriguing effects.





ORANGE FLOWERS TERPENELESS

. . . a delightful and remarkably precise reproduction of the natural Orange Flowers Concrete. Being much more soluble in alcohol than the latter, it can be used in greater proportion and with less discoloration. ORANGE FLOWERS TERPENELESS is highly concentrated and of exquisite fragrance. Users have found it produces exquisite effects—and most economically in perfumes of the Neroli type and in all compositions requiring an Orange Blossom note.

MASTER salesmen, indeed! Just put them on the firing line of retail competition working for *your* products and watch them tighten up your sagging sales. That will prove their effectiveness!

Why not do this: Choose from your line some item with which you are not entirely satisfied,—one that lends itself to either of these materials—and send us a sample together with details of its manufacture. We'll study your product, and after improving it to our own satisfaction, we'll return it for your deciding appraisal along with fully detailed recommendations. Your only obligation will be that of deciding whether or not you regard our suggestions worthy of adoption.

"Fragrance Creates Sales Appeal"

FRITZSCHE *Brothers, inc.*

816 WEST 8TH STREET LOS ANGELES, CAL.
Proprietors of PARFUMERIES de SEILLANS Seillans, France
FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

PORT AUTHORITY COMMERCE BLDG.
76 NINTH AVENUE, NEW YORK, N. Y.
118 WEST OHIO ST. CHICAGO, ILL.

Seillans
ESSENTIAL OILS
Extra Fine

AT ONE time, the use of some of those finely distilled oils now listed in this important Seillans* group was considered quite limited insofar as perfume blending was concerned. But thanks to practical experimentation and research, the way has been opened for their much more general application. Already, their judicious use in combination with other materials is producing subtle and pleasing modifications of time-worn perfume effects. Some of these materials are listed below. If interested in more explicit suggestions as to their possibilities, write us mentioning this advertisement.

ANGELICA ROOT . . . . LABDANUM . . . . ORRIS CONCRETE
SWEET BASIL . . . . . OLIBANUM . . . . . ORRIS TENFOLD
CARDAMOM . . . . . SAGE MUSCATEL . . . . . PATCHOULY
NEROLI, BIGARADE PETALE . . . . PETITGRAIN BIGARADE

* Pronounced SAY-ON.

FRITZSCHE BROTHERS, Inc.

Port Authority Commerce Bldg.
76 Ninth Ave., New York, N. Y.

Branches

ATLANTA, GA. 508 Standard Building
BOSTON, MASS. 250 Stuart Street
CHICAGO, ILL. 118 West Ohio Street
COLUMBUS, O. 21 East State Street
KANSAS CITY, MO. 2018 Guinotte Avenue
NEW ORLEANS, LA. 813 Louisiana Building
PHILADELPHIA, PA. 12 South 12th Street
LOS ANGELES, CAL. 816 West 8th Street
SAN FRANCISCO, CAL. 122 New Montgomery Street

FRITZSCHE BROTHERS OF CANADA, Ltd.
77-79 Jarvis Street, TORONTO, CANADA

MEXICO
Mesones 24, MEXICO, D. F.

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE



GOLD AWARD WINNER

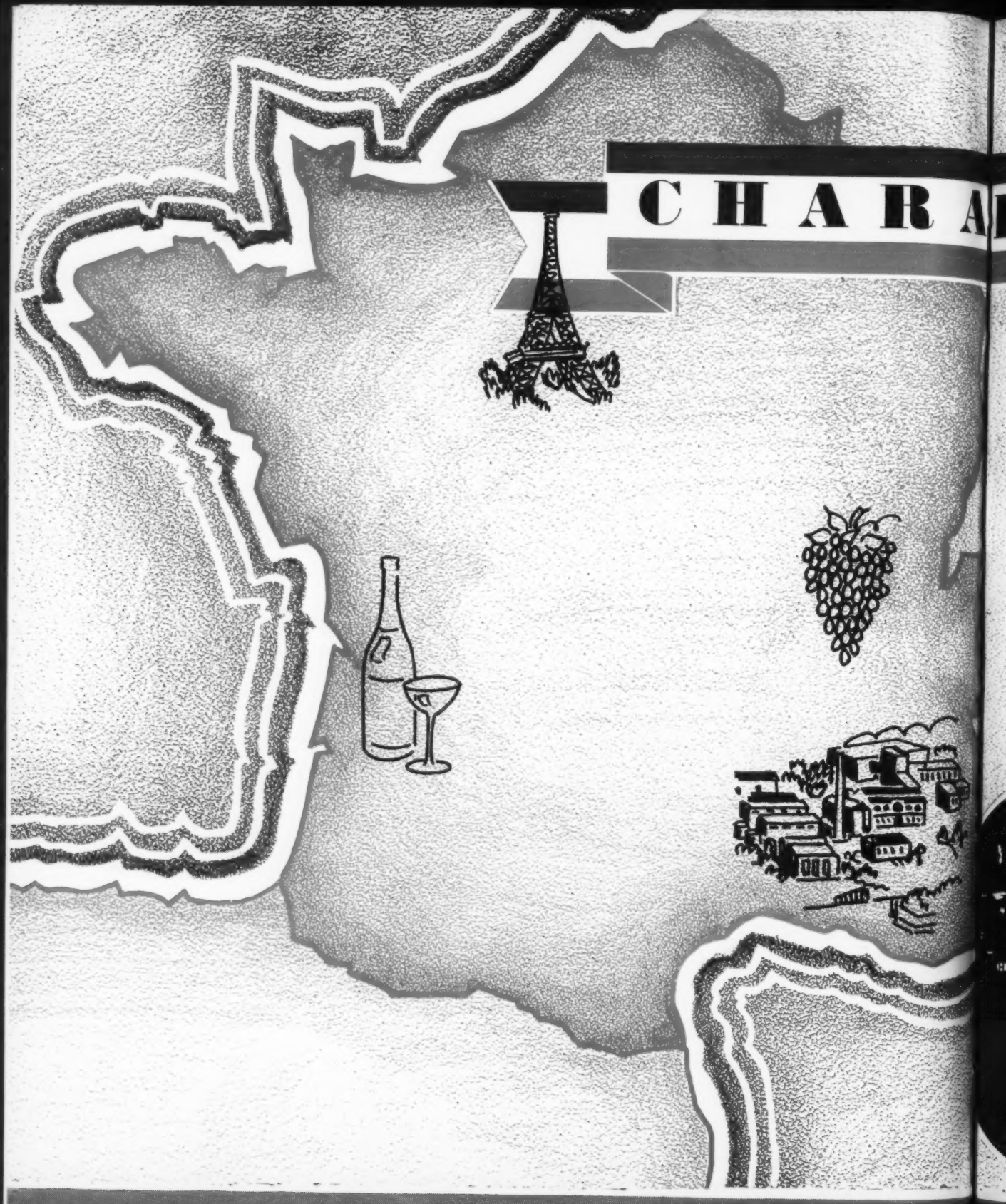
This beautiful Schaefer can (shown in color on the front cover) received highest honor in the Metal Container Group, All-America Packaging Awards. Its simplicity of design and the richness of its eye-catching lithography point a moral for *any* product that wants to win more attention—and sales.

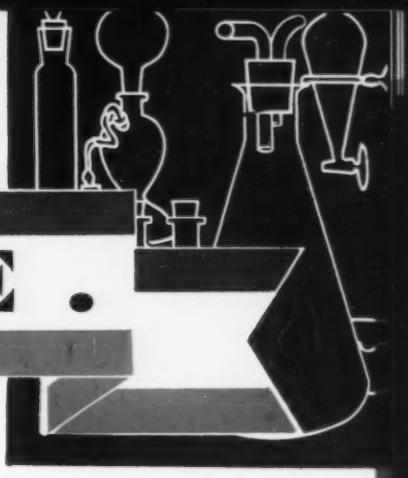
May we suggest a container and design for your *product? Address Dept. AP-5.*

CANCO

AMERICAN CAN COMPANY

230 PARK AVENUE NEW YORK CITY


CHARA



ABOT ET CIE.

Jubilee



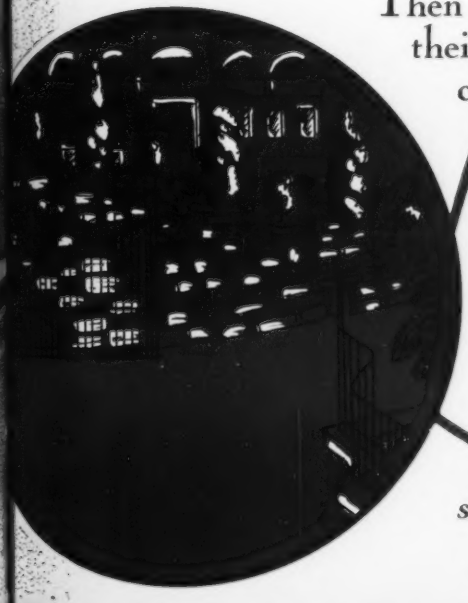
120 Bastille days! Through monarchies and premiers and presidents! Charabot celebrates its 120th anniversary!

The success pattern set up through the years is ever faithfully followed. Deliveries under Charabot contract pour into our factories, and of course, bountiful nature must produce her best for entrance into these walls.

Then Jean and Henri and their loyal cohorts proceed with the preparation of Charabot products . . . Their skilled hand, eye and judgment masterfully reject, select and process —to the end of producing superlative quality in Hyperessences, Floressences, Resinaromes, etc. Only the finest of equipment is used here . . . and most of the Charabot processes are exclusive.

The Charabot organization is in the best condition of its entire life. The full significance of that statement will be understood by perfumer and fiscal executive alike.

1937 . . . This year the continents of the earth pay respects to an empire and a new sovereign . . to Paris and its Jubilee. And the perfumers and cosmeticians of the earth look to Grasse, in the sunland of France, and pay homage to Charabot in his anniversary jubilee. The Charabot ideal, the Charabot plant and organization, the tradition of decades rejoicingly carry on.



AMERICAN REPRESENTATION BY:

UNGERER & CO.

13-15 WEST 20th STREET, NEW YORK

PHILADELPHIA CHICAGO BOSTON ST. LOUIS

SAN FRANCISCO LOS ANGELES TORONTO

★ SANITARY ASEPTIPUFS

Perhaps no article of daily use is so insanitary as the ordinary Powder Puff. It is normally used for long periods and cannot be laundered without destroying its effectiveness as a puff. It is saturated with perspiration, creams and powder, and forms an excellent breeding place for germs.

Our velours and wools are treated with antiseptics when manufactured, so the puff remains antiseptic throughout its life—or until washed. They should not be confused with so-called sterilized puffs. Sterilization is a temporary condition. With its first use, it becomes non-sterile.

★ ASEPTIPUFS

are permanently antiseptic. When asepticized, they remain so until the puff is thrown away—too soiled for use.

ANTISEPTIC • ODORLESS • HARMLESS

The inhibitory action is constant—always on the job battling Bacteria

Literature on request •

OXZYN COMPANY

IN BUSINESS SINCE 1877

ORIGINATORS of NATURAL ROUGES

NEW JERSEY OFFICE: 257 Cornelison Ave., Jersey City

CANADIAN OFFICE: 2109 Ottawa St., Walkerville, Ont.

Telephone Calls Originating in New York will be accommodated through REctor 2-1335. In Jersey City Phone Delaware 3-2560.



Carr-Lowrey Glass Co.

BALTIMORE NEW YORK CHICAGO

KEP-ARK

ANNOUNCES

ANOTHER MARVELOUS IMPROVEMENT IN CLOSURES

THE

KEP-ARK LINERWELL CAP



The KEP-ARK LINERWELL cap is a METAL closure. This guarantees complete freedom from loss by breakage and is positive assurance that no package will reach the consumer with a cracked or leaking cap.

No glue or other adhesive is necessary for holding brush, applicator or dauber in place. These parts are easily and rapidly assembled in cap.

The Linerwell insert may be had in different materials suitable for perfectly sealing and protecting any product desired. Any color.

The Linerwell insert is securely locked in shell by the well known patented Kep-Ark ring and cannot become loose or fall out. This ingenious mechanical feature entirely does away with the old style washer or liner. Evaporation and leakage is under perfect control.

Inside rings are furnished plain, any color or protective coating desired.

Outside shells in any color, lithographed, embossed or plain. Any size or depth.

NO CLOSURE EVER PRODUCED FROM ANY MATERIAL BY ANYONE ANYWHERE CAN POSSIBLY COMPETE IN EITHER QUALITY OR PRICE WITH THIS PERFECTLY CONSTRUCTED

KEP-ARK LINERWELL CAP

KEP-ARK INC

BOSTON, MASS.

KEP-ARK EXCLUSIVE CANADIAN REPRESENTATIVES—COLLAPSIBLE TUBES AND CONTAINERS, LTD., TORONTO, CAN.

THE PERSISTENT POPULARITY

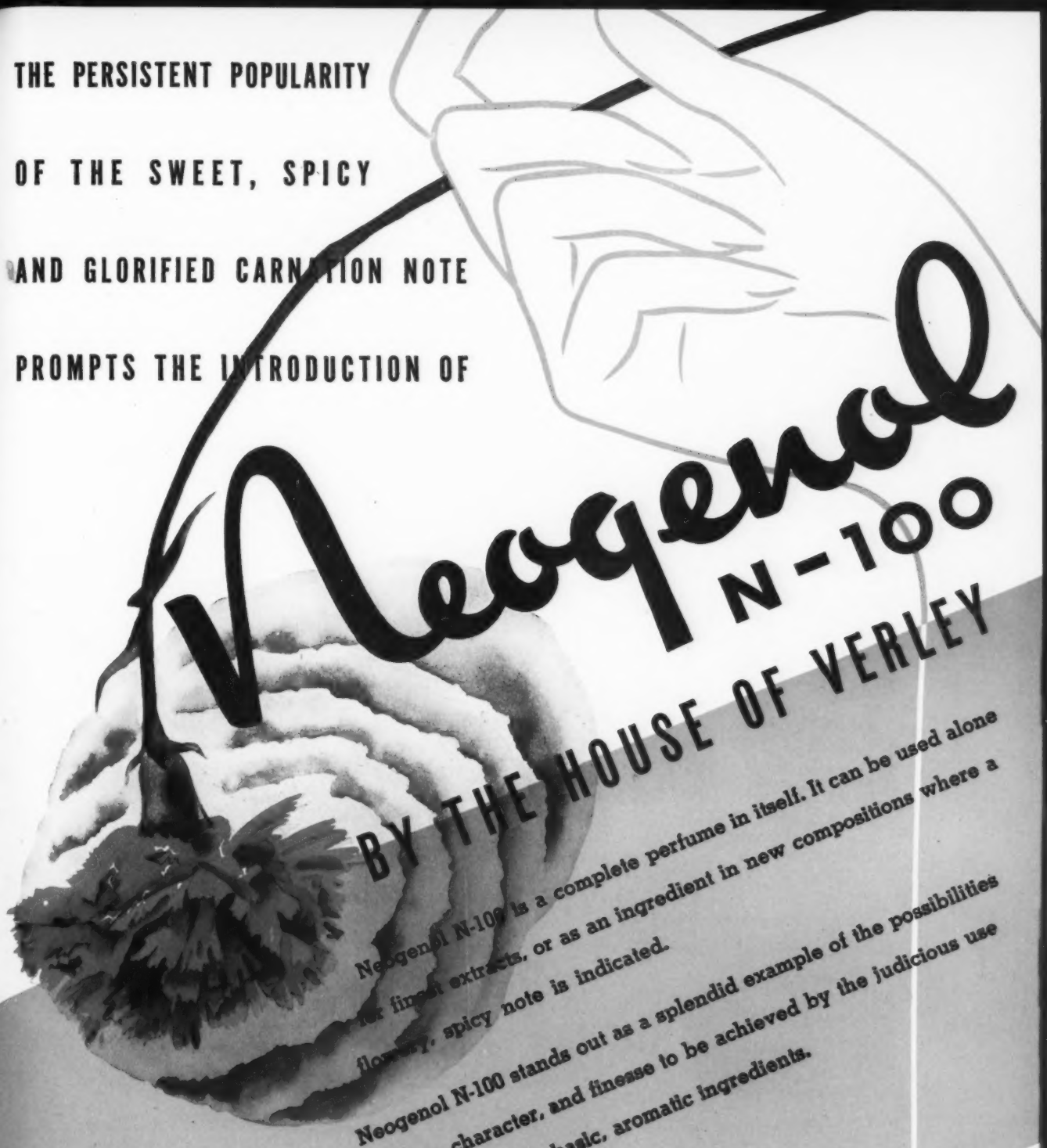
OF THE SWEET, SPICY

AND GLORIFIED CARNATION NOTE

PROMPTS THE INTRODUCTION OF

Neogenol N-100

BY THE HOUSE OF VERLEY



Neogenol N-100 is a complete perfume in itself. It can be used alone for finest extracts, or as an ingredient in new compositions where a flowery, spicy note is indicated.

Neogenol N-100 stands out as a splendid example of the possibilities of power, character, and finesse to be achieved by the judicious use of exceedingly fine, basic, aromatic ingredients.

Neogenol N-100 is founded on the basis of our Iso Eugenol Crystalizable; Eugenol Extra, Benzyl Iso Eugenol; Ylangol; Acetyl Iso Eugenol; Methyl Eugenol; Benzyl Salicylate, and others; basics that are completely fabricated in glass with the utmost care. There is a difference and we solicit your inquiries for samples, so that you may make your own comparisons.

ALBERT VERLEY *aromatics*

ALBERT VERLEY, INC., 1621 Carroll Avenue, Chicago, Illinois
114 E. 25th Street, New York • Mefford Chemical Co., Los Angeles



Improve the Appearance of Your Package

with an attractive serviceable stock or specially designed

B 18 G 76 Cap

For perfumes, talcum and tooth powder, bath salts, etc. ¶Furnished in a variety of designs in fancy metal, plain brass, polished brass, nickel plated or in other metals. Our "Negative Finish" resists acids, alkalies and alcohol. Proven by laboratory tests. Available in most designs. We make laboratory tests to determine proper finish if necessary. *Samples and prices on request.*

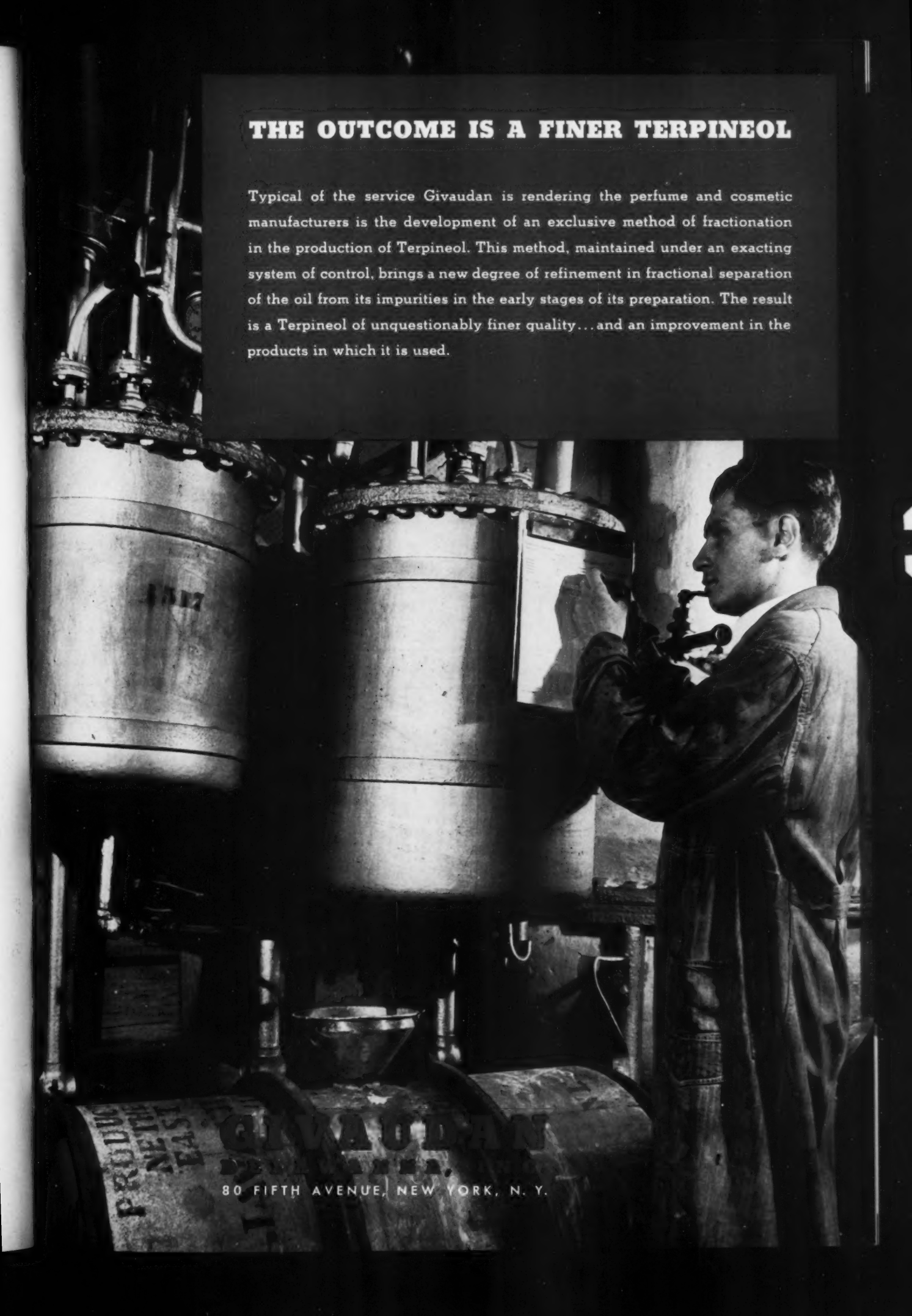
BRASS GOODS MFG. CO.

345 ELDERT STREET
BROOKLYN, N. Y.

Phone: FOxcroft 9—3900

No. 72 —43	M/M Bath Salt Cap	No. 238 —15	M/M Talcum Can Top	No. 282*—24	M/M Screw Cap
No. 140 —35	M/M Sifter Top Cap	No. 240 —14¾	M/M Square Slip Cap	No. 291*—22	M/M Screw Cap
No. 150 —13	M/M Screw Cap	No. 249 —14½	M/M Screw Cap	No. 292 —28½	M/M Flask Cap
No. 185 —15½	M/M Screw Cap	No. 250 —12	M/M x 23½ M/M Oval Slip Cap	No. 295 —13½	M/M Slip Cap
No. 186 —44	M/M Fancy Bath Salt Cap	No. 251 —15	M/M Screw Cap	No. 298*—38	M/M Talcum Cap, Sifter Top
No. 188 —23½	M/M Talcum Can Top	No. 257 —12	M/M x 23½ M/M Oval Slip Cap	No. 300*—18	M/M Screw Cap
No. 200 —28	M/M Sifter Top Cap	No. 258 —40	M/M Bath Salt Cap	No. 317 —11	M/M Slotted Slip Cap
No. 0200 —28	M/M One Piece Cap	No. 264*—20	M/M Screw Cap	No. 323 —45	M/M Bath Salt Cap
No. 215 —19½	M/M Talcum Can Top	No. 267 —16	M/M Slip Cap	No. 324*—45	M/M Cream Jar Cap Same design as No. 323.
No. 230 —13	M/M Screw Cap	No. 269 —44	M/M Bath Salt Cap	No. 327*—43	M/M Same design as No. 324.
No. 232 —13	M/M Screw Cap	No. 281 —11	M/M Slip Cap		
No. 234 —10½	M/M Screw Cap				
No. 236 —19½	M/M Slip Cap				

*FITS G. C. A. No. 400 GLASS FINISH



THE OUTCOME IS A FINER TERPINEOL

Typical of the service Givaudan is rendering the perfume and cosmetic manufacturers is the development of an exclusive method of fractionation in the production of Terpineol. This method, maintained under an exacting system of control, brings a new degree of refinement in fractional separation of the oil from its impurities in the early stages of its preparation. The result is a Terpineol of unquestionably finer quality... and an improvement in the products in which it is used.

80 FIFTH AVENUE, NEW YORK, N. Y.



NEW CHARM FOR EVERY TYPE OF FLOWER ODOR

TO help you enhance the beauty and intensify the character of a wide variety of perfumes, Givaudan chemists have developed two new and highly useful floral base materials—Anthuria and Anthuria S.L.

ANTHURIA possesses a fresh flowery note that lends added charm and distinction to a wide variety of compositions, such as Muguet, Jasmin, Sweet Pea and others.

ANTHURIA S.L. is less expensive and imparts a fresh flowery note to lotions, colognes, creams and soaps. It is guaranteed not to discolor any preparation for which it is recommended.

You will find Anthuria and Anthuria S.L. exceptionally well adapted to modern perfume composition. Samples, prices and further details will be sent you upon request.

GIVAUDAN

DELAWANNA INC.

80 FIFTH AVENUE, NEW YORK, N. Y.

BRANCHES: Philadelphia Los Angeles Cincinnati Detroit Dallas Baltimore
New Orleans Chicago San Francisco Seattle Montreal Havana



ENTHUSIASTIC CONSUMER ACCEPTANCE OF APLI COSMETICS INCREASES SALES...

It is the privilege of APLI to manufacture cosmetic specialties for a distinguished group of private brand distributors. Our clients, without exception, attribute their outstanding sales increases to the fact that the uniformly superior qualities of APLI lipsticks, rouges and other specialties win the *enthusiastic* acceptance of consumers. We will be pleased to quote on your requirements.

AMERICAN PERFUMERS' LABORATORIES, Inc.

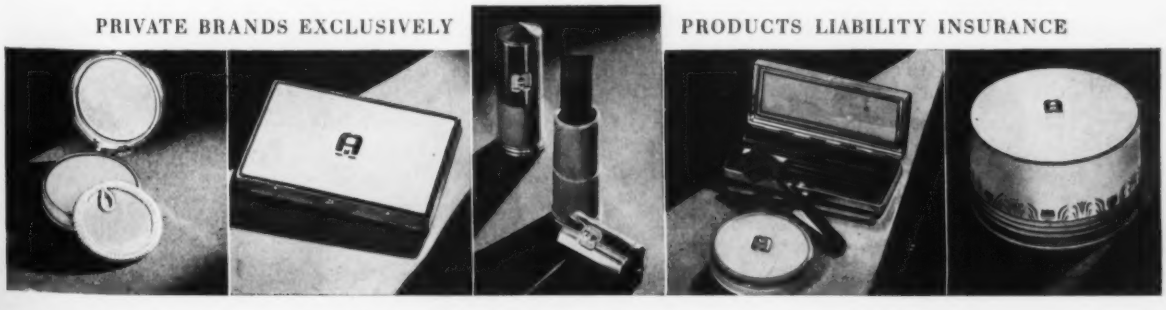
Makers of the World's Finest Cosmetics

114 FIFTH AVENUE, NEW YORK, N. Y.

In Canada: 1015 St. Alexander Street, Montreal, Quebec

PRIVATE BRANDS EXCLUSIVELY

PRODUCTS LIABILITY INSURANCE





The Thrill of BIG GAME!

To the big game hunter, the thrill of conquest is directly proportional to the size of the quarry. To the sampler and packager of drugs, perfumes and proprietaries, the thrill of success is measured by the extent of popular acceptance and nation-wide use.

Kimble Glass Vials — serving as miniature show-windows for the products they carry—are constantly tracking down and capturing prize markets for their far-sighted users. Fully transparent, lustrous in finish, thoroughly retempered and strain-free, these beautifully labelled and colorfully closured Kimble Vials assure the consumer of safety, sanitation and pocket convenience—for powders, capsules, liquids, salts, pills, oils, chemicals, and thousands of kindred products.

Don't run the risk of losing "big game" sampling and packaging markets when results are so certain and profits so sure with Kimble Glass Vials. There are types and sizes to meet every modern and practical demand. Consult with Kimble FIRST!



KIMBLE GLASS COMPANY . . . VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

DESIGNED for the DISCRIMINATING

Amber Synthetic 15A

An excellent fixative and sweetener for perfumes of the better kind.

Rose Aldehyde F

This specialty has been one of Parento's outstanding products for many years. Minute quantities of it will add a remarkably distinctive note to your Rose and Lily compositions.

Compagnie Parento, Inc.

Executive Offices and Laboratories
CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT LOS ANGELES
SAN FRANCISCO SEATTLE PORTLAND, ORE.
COLOMBES, FRANCE LONDON, ENGLAND

PARENTO ★ PARENTO ★ PARENTO ★ PARENTO ★ PARENTO



The
BRIDGEPORT METAL GOODS MFG. CO
ESTABLISHED 1909

BRIDGEPORT, CONNECTICUT • TEL. BRIDGEPORT 3-3125

VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS
LIPSTICK HOLDERS • EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS

Two of 50 Million good reasons for the use of CEFCO

SUN-OIL 29-31

(A Sun Screen)

Laboratory Tested for use in lotions, creams and oils

Sunburn preparations are profitable! Are you prepared for this season's business on such items? If not, let us assist you.



A wide range of odors for any type of Sunburn Preparation

CHARLES FISCHBECK CO·INC·

119 WEST 19th STREET

"Backed by a Quarter of a Century of Experience"

NEW YORK



If you have the right kind of LIPSTICKS, summer months, summer activities and summer costumes offer you a big opportunity for increased and repeat sales.

Those firms placing orders for Helfrich Lipsticks know *in advance* that their product will be just right . . . to protect and enhance feminine allure under exacting conditions . . . and in the shades most desired and appropriate.

Helfrich Lipsticks are always in tune with the season and with important new trends. Ask for samples!

●

WE make private brand cosmetics EXCLUSIVELY. We have no brands or trade marks of our own. When you entrust your business to us you get superior products and an entirely non-competitive service.

HELFRICH LABORATORIES
564-570 West Monroe Street . . . . . CHICAGO

HELFRICH LABS. OF N. Y. INC.
30-34 West 26th Street . . . . . NEW YORK

HELFRICH LABS. OF CANADA, LTD.
690 King Street, West
TORONTO, ONTARIO, CANADA

Cable Address: Helflabs, New York

BALDWIN & BALDWIN, 819 Santee St., Los Angeles, Calif.
CHARLES H. CURRY, 420 Market St., San Francisco, Calif.
HERBERT F. CROEN, 82 Pryor St., S.W. P. O. Box 907, Atlanta, Ga.

rouge compacts • creme rouge • eye shadow
face powder • powder compacts • cosmetique

●


Bulgaryl
A rose base, indispensable in compounding the modern conception of the floral bouquet. Alkali resisting.
Mimosa
Possesses the characteristic fragrance which natural mimosa loses when extracted. Even in small additions yields striking effects.
modern aids to perfume compounding
Moss Product
Powerful moss base of unusual depth and smoothness. Noteworthy because of its powdery after effect.
Neraniol
A uniform base of the soft delicacy of red rose. Identical with "nerol" as contained in Bulgarian rose and other oils. Process patented.
SCHIMMEL & CO., INC.
601 WEST 26th STREET, NEW YORK, N. Y.
BOSTON CHICAGO LOS ANGELES TORONTO

SENANG

PEACE OF SOUL

a rare and extravagant perfume base of exotic character. Unequalled for all kinds of face and body powders

Samples on request

Norda

ESSENTIAL OIL AND CHEMICAL COMPANY, INC.

NEW YORK OFFICE
601 WEST 26TH STREET

CHICAGO: 326 W. HURON STREET ST. PAUL: 253 E. 4TH STREET
LOS ANGELES: 685 ANTONIA AVENUE

CANADA: 119 ADELAIDE ST., W. TORONTO

THERE'S *Showmanship*

IN AN

OWENS-ILLINOIS

SALESPACKAGE



Good showmanship is good *Sales*manship . . especially in present-day marketing of drugs and cosmetics. If you want greater "box office" appeal for your products bring your entire packaging problem to Owens-Illinois *Sales*package headquarters. Get plus-powered *Sales*package action for *all* your products.

Backed by long experience in marketing scores of products, Owens-Illinois *Sales*package experts know how to plan each detail of your package for greatest display value and utility. The result—new perfection in coordinating glass containers, closures, labels and cartons into top-notch *Sales*builders for drug and cosmetic manufacturers. Owens-Illinois has branch offices in most large cities.

Owens-Illinois Glass Company . . . Toledo, Ohio.

Classic Oblong, Design Patent No. 94824.

mf'd by Scovill

Many purchasers of cosmetic containers, lipstick holders, closures and the like think of Scovill when they consider a restyling of their luxury or medium-priced lines . . . or additions in these fields. Equally important, however, are Scovill's facilities for producing, on an equally advantageous basis, the containers for low-priced packages sold primarily through chain outlets.

Illustrated below are three nationally known containers—all Scovill made. Their construction is exact, their finish adequate, their design well planned. If your requirements call for quantity purchases of containers of this or similar nature, the chances are excellent that Scovill can successfully serve you. A letter or call to any Scovill sales office, or to the Drug & Cosmetic Container Division, will bring complete information.



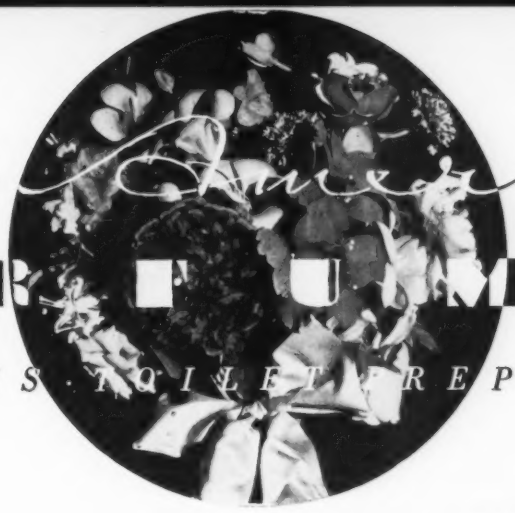
SCOVILL MANUFACTURING COMPANY

Drug & Cosmetic Container Division

79 MILL STREET • WATERBURY, CONNECTICUT

Boston • Providence • New York • Philadelphia • Lynchburg, Va.
Syracuse • Pittsburgh • Detroit • Chicago • Cincinnati
San Francisco • Los Angeles • IN CANADA: 334 King St., E., Toronto, Ont.

The American PERFUMER



COSMETICS · TOILET PREPARATIONS

S. L. MAYHAM, *Editor*

MARY L. GOODMAN, *Assistant Editor*

E. LEONARD KOPPEL, *Art Director*

HARLAND J. WRIGHT, *Publisher*

FELIX J. BELAIR, JR. *Washington Bureau*

CONTENTS • MAY • 1937

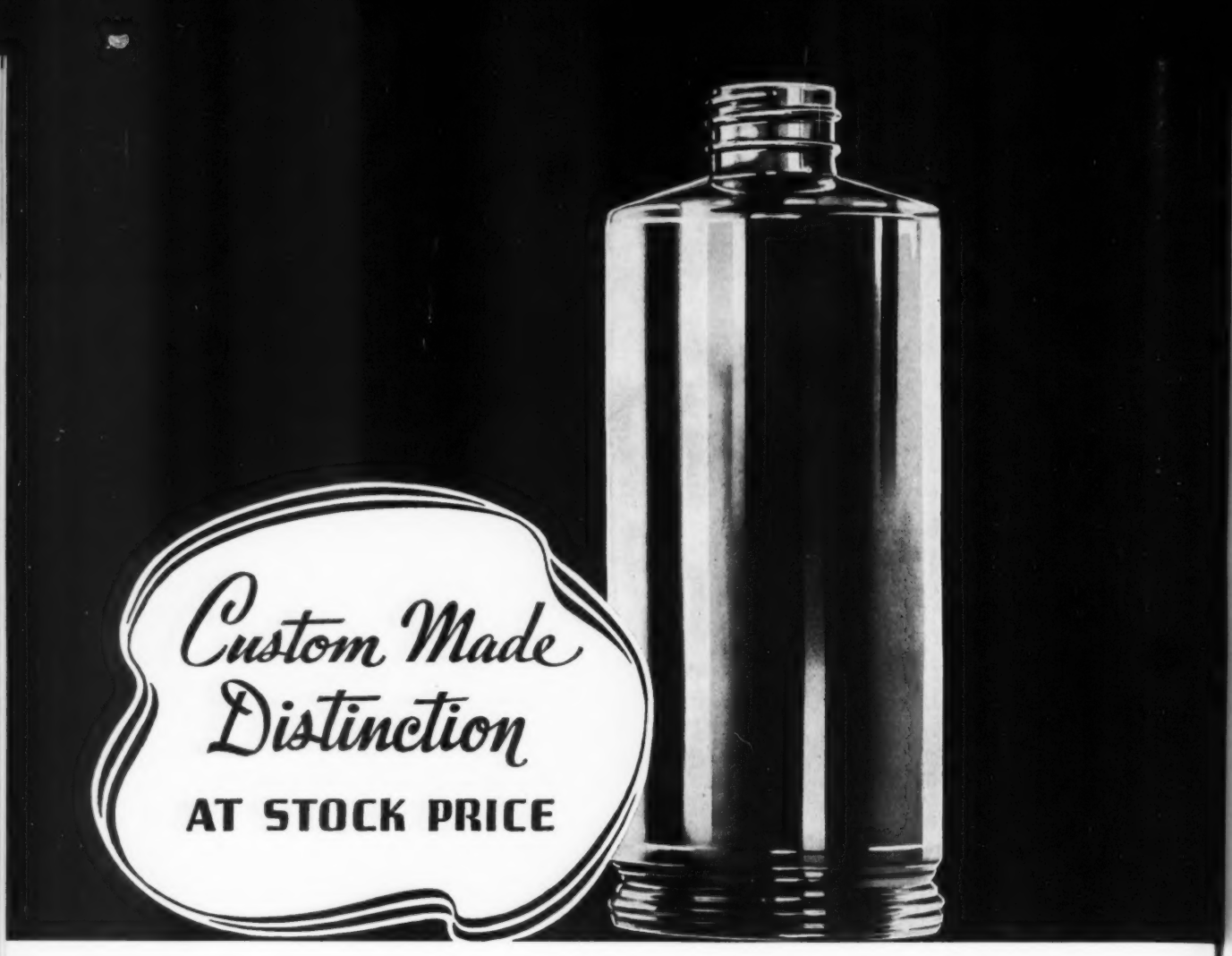
In the Headlines	31
Merchandising New Products at Saks Fifth Avenue *by David Fischman*	33
California Citrus Oils *by Dr. Ernest S. Guenther*	35
A Summary of the Work of The Board of Standards *by H. Gregory Thomas*	38
T.G.A. Convention	40
New Packages *by Mary Lee Goodman*	42
Desiderata *by Maison G. de Navarre*	46
Editorials	47
Shaving Creams *by Ralph H. Auch*	50
The Pendulum *by Edna Colladay Pierce*	52
Supreme Court Upholds Maine Cosmetic Enactment	54
Hair Fixative Creams *by Henry Lee-Charlton*	55
Q. & A.	56
President Blocks Action on Tydings-Miller Bill *by Felix J. Belair, Jr.*	62
The Blackboard *by Donald S. Cowling*	65

CONTRIBUTING EDITORS: Dr. Clemens Kleber, Essential Oils. Dr. Harvey A. Seil, Synthetics. Maison G. de Navarre, Toilet Preparations. Dr. Edgar G. Thomssen, Soaps. Bernard H. Smith, Flavors. Donald S. Cowling, Merchandising. Howard S. Neiman, Patents and Trade Marks. Ruth Hooper Larisson, Packaging and Display.

A ROBBINS PUBLICATION

Published monthly by The Robbins Perfumer Company, Inc., 9 East 38th Street, New York; Telephone CAledonia 5-9770; Cables: American Perfumer, New York; Codes: ABC 5th Edition; J. H. Moore, President and Treasurer; Harland J. Wright, Vice-President; F. C. Kendall, Secretary; William Lambert, Advertising Manager; R. F. Rogers, Representative; Harry J. Hoole, Representative, 1370 Peoples Gas Bldg., Chicago, Harrison 5879; Business Publications Bureau, Representative, 4814 Loma Vista Ave., Los Angeles. The Robbins Perfumer Co. is owned and operated by The Robbins Publishing Co.; M. C. Robbins, Chairman of the Board; J. H. Moore, President and Treasurer. Subscription Rates: See page 3. Volume Thirty-four: Number Four.

Copyright 1937. Robbins Perfumer Co., Inc.



Custom Made Distinction

AT STOCK PRICE

Distinctiveness of packaging has a powerful sales appeal--but a custom-made bottle inevitably adds problems of cost and delay. This new Swindell bottle gives you real custom distinction and at the same time offers you the two-fold advantage of low stock prices and a ready supply to draw upon for immediate delivery--thus avoiding overloaded inventories and costly delays.

"J-32" is a new and improved treatment of the graceful and simple lines which made "330" such an outstanding success. "J-32" is carried in stock, for immediate delivery in ½ ounce, 1, 2, 3, 4, 6, 8, and 16 ounce sizes. It is made with G. C. A. medium screw finish; and, if you wish, can be delivered with black Bakelite caps.

With the Swindell beauty of distribution is combined a rugged sturdiness, so that the bottles may take their place on the average production line without fear of breakage or hold ups.

Write for samples and prices--today!

When you think of
Bottles, think of

SWINDELL

SWINDELL BROTHERS • BALTIMORE • NEW YORK



In which the Publisher comments briefly on some of the important news events of the day and other things that interest him.

PRESSURE EDUCATION!

The events now transpiring in labor industrial relations as a whole are definitely writing history, and undoubtedly pointing to a permanent status on a new base.

The Wagner Act is upheld. Logic indicates the fairness of defining labor's responsibilities. It will come. Both will then have gained.

Upheavals always precede progress. There are hills and valleys in labor industrial relations as surely as in your sales charts. Economic conditions usually shave off the peaks of inequalities in their own good time.

Employers are learning things. Labor is learning things. The public is learning things. All three have vital interests and they are common interests.

When labor demands (or other costs) compel high prices, volume shrinks.

Witness the proven fact that when business taxes are too high, the tax yield is short.

When profits are exorbitant, competition steps in and splits the business.

In short, neither business nor labor can stand up and take it from the inescapable buzz-saw of practical economics.

NOVELTIES ? ? ?

"Variety is the spice of life" and a new idea the "sauce" of business development. Fads come in and fads go glimmering out. Yet without a startling innovation breaking into the everyday conception of the industry, things would be drab.

Witness a colorful figure in this industry (Victor Vivaudou) bringing out a serve-self system for selling perfume—a non-spill powder box — a vanity case of wood; ideas which have a novelty appeal.

We need novelty minds in business generally and particularly in this industry. We need the courage which attempts a new idea.

All such items do not reach volume proportions. The pioneer usually cashes in. The "also-rans" get the grief. Will the novelty become a staple or a semi-staple? Therein lies the gamble and the fun.

HAIL THE SUN BATH!

The seasons bring changes in styles, giving fashion designers and apparel manufacturers a new lease on life at least four times each year.

The coming of Summer marks a similar break given to the cosmetic industry. Sun Tan Preparations—Sun Tan Creams—and Sun Tan Powders come in for a big run to bulge up the sales curve. Retail stores usually are glad to give hearty co-operation. The Sun Tan creams—one to prevent tan itself and the other to permit tanning without burning—have proved themselves. Also Sun Tan powder used with Summer formal costumes.

SALES PROMOTION THAT CLICKS

This industry definitely serves the fair sex. And woman-like, her tastes are difficult to guess. Style and fashion are arbitrary jades. They likewise are fickle. Ask any apparel buyer in department stores and shops!

Time is gone when women originated and planned their individual dress. What are "they" wearing? That's the question. Stylists of marked ability tempt the shopper with *motifs*—style themes rounding out the ensemble.

And to the buyers of cosmetics and perfumes is open the opportunity to tie-in with these style themes in their retail sales promotional activities.

They do it, too. That's why *The Perfumer* publishes each month style forecasts, advance fashion forecasts, and suggests "tie-ups" for toiletries, cosmetics, and perfumes. They are written by Edna Colladay Pierce—an authority.

HOLD EVERYTHING!

There may be "spots" where a rising price spree should be checked, but it is felt that the normal demands of real recovery when attained, making unnecessary our present huge relief expenditure, should precede a process of applying the brakes promiscuously to a promise of normalcy in the business and economic structure.

Reports that recovery is here usually do not reckon in the fact that W.P.A. is still in full operation on projects largely of pressure origin—very different from those of normal requirements.

Some industries and lines are definitely on the up but the general picture is spotty—not comparable with a normal boom.

Release of W.P.A. workers and cutting of relief are necessary preludes to logical normal conditions. When these people are released and absorbed (a) by industry (b) by service work in clerical, professional, and merchandising channels or (c) by pre-depression casual and seasonal demand, then we may start on a boom which conceivably might ride strong. But until such a time arrives, a deliberate dampening of business activities seems a bit premature.

Signs are multiplying indicating that the Administration advisors and the President are thinking along these same lines. More power to them! It's a long hard pull to a budget balance at best.



SAKS FIFTH AVENUE, New York, sets the pace for the entire country in its presentation and promotion of perfumes and toilet preparations. Hence, we take no little pride in presenting this article on the methods and purposes of that store, written by its able toiletries buyer, David Fischman. It should serve as an inspiration to other stores and a book of instruction to manufacturers in the presentation of their products to the retail outlets. The illustration shows a part of the splendid toilet goods department which functions so efficiently under Mr. Fischman's direction.—EDITOR.

The American Perfumer · Cosmetics · Toilet Preparations
MAY • 1937

MERCHANDISING *New Products at* SAKS FIFTH AVENUE



by **DAVID FISCHMAN**
Buyer of Toilet Goods, Saks Fifth Avenue, New York

WITH the many and varied lines of toilet goods carried in Saks Fifth Avenue, we necessarily maintain a definite policy concerning the introduction of products to and the presentation of them from the store.

Our success with these is due, primarily, to one significant fact. Our door is always open to new products. If they come to us in quick succession, as they sometimes do, we must take time to give each of them real consideration, so that we may not look at them at once, but we make an appointment to see them and hear the story as soon as we can possibly do so.

Simply because a product is not known, it is never turned away at Saks Fifth Avenue. In fact we welcome its advent if it is meritorious, and we can see merchandising possibilities ahead. So far as I know, this attitude toward manufacturers who are pioneering in the toilet goods field is unique, yet upon this, more than upon any other one factor, we have built our success and established our individual reputation in the industry.

Another factor of importance to us in this undertaking is our sales force. I suppose every buyer thinks his own is the best that can be obtained, but our girls have to do more than sell perfumes, cosmetics, soaps and toiletries, and their part in our enterprise is a highly specialized one.

To begin with, our clientele, or most of it, is definitely composed of sophisticated types. As a group they usually know a good deal about what is on the market and they are fussy about what they buy. Also, they have money enough to purchase what appeals to them. If our sales force was not able to handle this difficult type of consumer with tact, no new product would have a chance here, and it has been pretty clearly demonstrated that they *have* at Saks Fifth Avenue.

If we introduce a product or a line, we do our level best to put it over, regardless of its background or lack of it, and we get behind it a hundred per cent, spending time and concentrated effort to that end. All we ask in return for this is a certain amount of exclusivity for the period required to achieve the goal, patience until it becomes identified with the store in the consumer's mind, and cooperation from the manufacturer in the matter of promotions and advertising, if

there is means with which to do it, after which it is indubitably launched and on its way to potential success.

Establish a Definite Policy

It would not be accurate to say that our interest ceases here. Far from it. Naturally we follow its progress from there on with a certain amount of pride if the progress is healthy and normal; with sincere regret if it is lost in the shuffle of competition. And here, too, is the crux of the difference between the success and failure of products, the most difficult thing with which we have to contend. A definite merchandising policy should be established by the manufacturer *at the outset*, and that policy *consistently followed*, if the product is to get to the top. I regret to say that frequently this is not done. When it is, after having b e e n properly presented and launched, its reputation is gained through its premier, its place in the sun assured, its growth steady, its success fairly certain.

Perhaps we see more of these conflicting and diametrically opposed situations here in the department than do most stores, because of our open door policy; in fact I'm sure we do, and I know of no better way to make that point clear than to use an illustration the history of two products, each of which had its start at Saks Fifth Avenue.

Class or Mass Distribution

The preface is, of course, the obvious truth that products generally fall into one of two classifications—class and mass. If it is in the former, more care is necessary in the selection of outlets for distribution, and its progress should be slower, it should be firmly established in each new retail venture before others are taken on. Thus it naturally and normally acquires a reputation for a sane and dependable merchandising policy, which *must* be so to predicate success.

If it is a mass product, we suggest that the manufacturer be not too impatient and greedy for volume. Allow time enough for the item or items to secure a firm foothold in the public mind, and *be sure* the reaction of the consumer is founded upon *resales* of a reasonable proportion before distribution is spread too widely and rapidly.

Now for our illustrations—"A" was a class product. It came into Saks Fifth Avenue unknown, unheralded and unsung. There was comparatively little money to spend on advertising and promotion, but we used that little judiciously, and the manufacturer, who knew nothing about the industry and its pitfalls—it's really amazing how many we get like that up here—cooperated, took sound merchandising advice, acted upon it wisely, set up a definite policy to go *only* into the finest outlet in each city, and to acquire these slowly and surely. Our opinion was asked upon each before it was decided upon, and we helped by telling buyers who came to us inquiring about new merchandise, that in our humble judgement this line was a good buy. That was three years ago; today it is firmly established in one hundred and ten retail shops and stores from Coast to Coast, and we continue to do an excellent business on it in Saks Fifth Avenue.

Another Typical Illustration

"B" came into the store in the same way, only in this case it was a mass product, and there was a considerable advertising appropriation. Right here let me say that whether there is much or little to be spent, we always advise *judicious* expenditure, and never believe in too great splurge at the start. We've seen too many instances of disaster overtaking a manufacturer who disregards this advice.

"B" began with an advertising campaign that was calculated to send women into the store in droves to buy his product. We warned him that extravagant claims would not sell his product, and of course we could and did control this at Saks Fifth Avenue. So far as this store was concerned the product was a success, but when he began to put it into other retail outlets, he went haywire, and tried to adapt his merchandising policy to conform to what he conceived to be the requirements of each outlet as he went along. The natural result was, of course, that sales went over in some stores and in others the product was a total flop, because the manufacturer was over anxious to make volume pay him large and quick returns, was so impatient of logical delays in this process that he did not select his outlets at all carefully, departed entirely from our original suggestions to him, and now, after a few years of having been footballed around from fine stores to mediocre ones, the product has ceased entirely to be in demand. I feel a very personal regret when this sort of thing happens, because it is quite avoidable when a consistent merchandising policy is adhered to, after having been formulated at the outset.

One other phase of the premier of a product at Saks Fifth Avenue distresses us. It is too much to ask of human nature, I suppose, to expect gratitude for what we do to start it on the road to achieve an enviable reputation and material results, but it seems to me that at least appreciation should come our way, yet it seldom does. The rare exceptions hearten our endeavors and make us glad to have sponsored them.

However, we will continue to maintain our open door policy toward new and fine products at Saks Fifth Avenue; continue to be the shining example of the very thing we advocate in merchandising—sound and consistent procedure along the line established in the beginning, for almost invariably this brings success.

Cosmetic Sales in China

In spite of increasing competition from locally manufactured articles, the sale of American face powders, lotions, creams, perfumes and cosmetics (lip stick and rouge) is said to be on the increase. French products have for years enjoyed almost a monopoly as far as perfumery is concerned and are still the leading factor in this particular line. The major portion of sales of perfumery and cosmetics is to Chinese, who, are becoming more and more accustomed to the use of cosmetics and are adopting many Western practices, although their purchasing power, is very low. The sale of high-priced perfumery and cosmetics is confined chiefly to the better class of foreigners and wealthy Chinese, both of whom have the means to pay for the comparatively expensive imported articles. The less wealthy classes buy a considerable volume of the cheaper articles of foreign type manufactured in China.



© California Fruit Growers Exchange

CALIFORNIA CITRUS OILS

This is the first of a series of articles by **DR. ERNEST S. GUENTHER,** *Chief Research Chemist of Fritzsche Brothers, Inc., New York, on the development and progress of the California citrus oil industry. The author discusses principally the work of the California Fruit Growers Exchange. Credit for the pioneer work in this field, however, must go to W. J. Bush & Co. After a visit to California in 1912, James M. Bush, head of that company, envisioned the great possibilities of California citrus oils and a year later established a plant for their production at National City, Calif. A short time later, the W. J. Bush Citrus Products Co., a subsidiary, was organized to handle this special work. It was the first to offer these California oils and its business in them has enjoyed a steady growth. The plant in National City has been steadily expanded, and continues as an important factor in producing expressed oils of lemon, orange and grapefruit, as well as citrus fruit juices, under the efficient management of K. Barrett and W. Bradley.*—**EDITOR.**

TO one who has traveled widely through the essential oil producing territories abroad, a visit to California offers a new experience and a great revelation. After the bewildering, helpless confusion, destructive competition and archaic methods still surviving in so many countries of Europe, Africa and Asia, the young, vigorous citrus fruit and citrus oil industry of California deeply impresses one as a fine example of modern organization and applied scientific and technical progress. Most of all, it inspires hope by actually proving that sound and sincere business methods do finally lead to success, even in our much abused essential oil industry. To step into the clear and brisk atmosphere of California's beautiful citrus regions is like emerging out of medieval darkness and one is enchanted by the healthy condition of these enormous groves stretching under the dazzling sky for miles and miles, hour after hour, on both sides of smooth and shining concrete highways.

"The citrus industry of California is universally acknowledged to be the most soundly organized agricultural enterprise in the world," says Professor H. Clark Powell of the University of Transvaal, South Africa, in his excellent study[1]. However, before dwelling in more detail on the set-up of the California Fruit Growers Exchange, which is primarily responsible for the amazing success of the whole California citrus fruit and citrus oil industry, we must look back at the historical development of this interesting branch of agriculture.

The exact date oranges were first introduced into California is not known but undoubtedly some trees were grown by the early Franciscan Missionaries during the latter part of the Eighteenth Century. The whole California fruit growing industry traces its origin back to these Mission orchards and vineyards where the Mission olive, the Mission fig, the Mission grape and the Mission orange originated and from whence trees, vines and seedlings were taken to be grown on an ever increasing scale in private gardens and agricultural enterprises.

The real beginning of the present California citrus industry was laid in 1804 or 1805 when about four hundred seedling trees were planted in an orchard of six acres at the San Gabriel Mission near Los Angeles for the personal use of members of the Mission. William Wolfskill is said to have started the first commercial orange orchard at Los Angeles in 1841. About 1870 there already existed a number of small plantings from San Diego in the South to Butte County, northeast of San Francisco, and it appeared that many of the valleys of that extensive region were well adapted for the grow-



ing of citrus fruit of fine quality.

The completion of the great transcontinental railroad lines and the subsequent opening of fruit markets outside of California's boundaries further advanced this new industry. Another factor contributing to its rapid growth was the fruiting of the Washington Navel orange in Riverside around 1878, which variety proved to be much superior to any other then grown. By 1887 shipments of citrus fruit amounted to about 900,000 cases. Since then the development of this industry has been quite phenomenal.

Types of Fruit in California

It will be interesting at this point to dwell for a moment on the types of fruit grown in California, their geographic distribution and the climatic conditions under which they thrive. Citrus fruit is produced commercially nowadays over a wide range stretching from San Diego in the south to Glenn County north of San Francisco. It covers a distance of about 550 miles long and a width of from 3 to 75 miles.

As main sections may be designated:—

(1) *Southern California*, with the coastal region from San Diego, Orange, Riverside, San Bernardino, Los Angeles and Ventura to Santa Barbara, the Santa Ana and San Gabriel River valleys and the plantings in the Coachella and Imperial valleys. The climate in the two last named valleys is marked by extreme summer heat and dryness, the annual rainfall amounting only to about two inches. The Santa Ana and San Gabriel valleys have rather dry Summers and bright days, like the northern and central section of California, but with much cooler nights. The climate of the coastal region from San Diego to Santa Barbara, due to the proximity of the sea, is more temperate with cooler Summers, milder Winters and frequent dews and fogs.

(2) *Central California:* The next section is in the San Joaquin Valley, principally in Tulare County, ranging from Ducor up to Exeter and covering the territory eastward up into the foothills from the Southern Pacific Railroad which travels between the points mentioned.

(3) *Northern California:* Less extensive plantations are in part of Butte and Sacramento counties, principally in the neighborhood of Hamilton City, Oroville, Maxwell and that general vicinity. The climatic conditions in central and northern California are more continental, *i.e.*, more extreme. The air is hot and dry in Summer; the days clear and sunny without fog or dew. In Winter, rain falls abundantly.

California's most important citrus fruit is the regular, round, sweet orange, which comprises four-fifths of the commercial citrus acreage. The balance consists almost entirely of lemon plantations which are next in importance. As yet only a small though increasing acreage is devoted to grapefruit. The very hot and dry climate of the Imperial Valley appears to be more favorable to the cultivation of grapefruit than oranges. There are a few orchards of Satsuma and tangerines in California, the cultivation of which, because of limited demand, is extending slowly.

Lime trees were planted during the very early period but due to their great tenderness and the frequent damage suffered during periods of cold spells, they have never been planted in great quantity, but with the recent strong demand for limes, some new acreage has been planted.

Nowadays the citrus industry of California is based upon the cultivation of five important fruit varieties —two of oranges, two of lemons and one of grapefruit. These commercial varieties have been found to meet the market requirements and under normal conditions give the most dependable and probably the most profitable crops.

Two Types of Oranges

There are two types of oranges, the Washington Navel and the Valencia orange. The Washington Navel is seedless, of attractive appearance, good flavor and color and smooth texture of rind. The Valencia orange was adopted as a complementary variety for Summer and Fall requirements. It remains on the tree for a prolonged period, even when mature, thus encouraging large scale cultivation. So, with its two orange varieties California can supply the market all year around. This has been a very important factor in the rapid and enormous development of the California citrus industry.

The Washington Navel orange was introduced into the United States in 1870 through the United States Department of Agriculture. It probably originated about 1820 at Bahia, Brazil, as a bud mutation from the Portuguese variety *Laranga Selecta.*

The Valencia type was introduced into California partly direct and partly via Florida, around 1876, by an Englishman, Thomas Rivers of London.

There are two varieties of lemons cultivated in California. First, the most extensively grown Eureka originated in 1877 by T. A. Garey as a selection from several trees grown from seeds of Sicilian lemons. Second, the Lisbon lemon, introduced into California around 1874 or 1875

© All Photos California Fruit Growers Exchange.

as budded trees from Australia. The Eureka is a late Spring and Summer variety while the Lisbon bears fruit in Winter and earlier Spring. The Lisbon tree seems to be more vigorous and hardy due to its denser foliage which enables it to resist light frost, wind and sunburn. The fruit of the Eureka and Lisbon differ somewhat in shape but due to so much variation in this respect it is sometimes impossible even for an expert to distinguish the two.

Grapefruit has been grown on a regular commercial scale since the Marsh variety was introduced from Florida in 1890. Due to the hot, dry climate of the San Joaquin, Coachella and Imperial Valleys, grapefruit matures in late Fall and early Winter. In other sections, the fruit does not mature before Spring. Nowadays, in general, the fruit is picked and marketed later in the season. This procedure has been adopted as a result of the investigations of A. D. Shamel of the United States Department of Agriculture who has shown that the eating qualities of grapefruit are greatly improved thereby.

There are a few minor varieties of oranges grown in California, for instance, the Ruby Blood, Malta Blood, Mediterranean Sweet, St. Michael, etc., but they are extremely variable and it is difficult to market them in uniform grades. In addition, they are small and seedy and the red flesh does not seem to appeal to the American public although the flavor of the St. Michael, for instance, is very fine indeed. Furthermore, the tender rind of this variety is subject to much damage in handling and shipping.

In general, it may be said that the growing of reliable citrus trees has become a very highly specialized industry to which much work has been devoted. It would lead far beyond the scope of this paper were we to attempt a comprehensive discussion of the agricultural methods employed. We therefore refer the reader for details on propagation, orchard care, harvesting, etc., to the very interesting study of A. D. Shamel, C. S. Pomeroy and R. E. Caryl, "Citrus Fruit Growing in the Southwest," Farmer Bulletin No. 1447, U. S. Department of Agriculture, revised issue, November, 1930.

Total Fruit Production:

From 1928 to 1936, California produced on an average about 33,000,000 boxes of oranges, of which 18,500,000 were Valencias and 14,500,000 Navels and miscellaneous oranges. One box represents



Since it does occasionlly get cold in California, all well-kept groves are protected by oil burning orchard heaters.

70 pounds of fruit (net). Since, in general, the Navels are the older ones, the trend of production for Navels is about constant or declining in some sections, while the production of Valencias will increase strongly during the next five to ten years because plantings of Valencias in recent years have been heavy and the average acreage is young.

The average production of lemons in California from 1928 to 1936 has been from 7,000,000 to 8,000,000 boxes, one box containing 76 pounds of fruit (net). If conditions during the next few years remain normal, the production of lemons will in-

(*Continued on page 91*)



A Summary of the Work of The Board of Standards

H. GREGORY THOMAS, Director of the Board of Standards of the Toilet Goods Association, consented to prepare for this issue a brief summary of the work of the Board thus far and a forecast of its future activities. In this article Mr. Thomas outlines what has been done in only five short months and gives as well a brief resume of one of the scientific reports which he will present at the Toilet Goods Association Convention this month. We suggest that this article be read carefully in conjunction with the Editorial on the Board's work, appearing on page 47 of this issue. It represents the T. G. A.'s most important activity of the year.—S. L. M.

FOR some years the industry has watched with growing concern the mounting tide of rigorous legislation proposed in many states. With each succeeding legislative session the trend toward government control of industry products has become more threatening and more obvious. In Washington the Tugwell Bill had been defeated, and it appeared that much would be gained by the industry's whole-hearted support of a new and adequate Food, Drug and Cosmetic Bill.

A National law fair to all would give us relief from the flood of fanatic legislation proposed this year in so many States.

At the last convention of the Toilet Goods Association, our industry had before it the splendid example of the work of the Advisory Committee on Advertising of the Proprietary Association, which according to the facts and requirements of each case, either stands as a bulwark against seemingly inequitable government action or expertly plays the role of mediator, where problems of advertising and labeling must be dealt with in fairness to all.

The members of the Toilet Goods Association at their convention in May, 1936, showed a clear comprehension of the dangers of a situation, where exaggerated advertising was being allowed to run riot, bringing down on the industry as a whole the partisan fury of self styled consumer leagues. The need for control from within by a clear thinking and impartial body, representing the best interests of the industry was given immediate recognition and unanimously approved. All those present understood that for our industry to survive the attacks of its opponents and to prosper in the continued service of the public it must place itself in an impregnable position. To do so it must eradicate the individual abuses which have weakened its whole structure. Misleading advertising, so often based on nothing more than an enthusiastic copywriters' misunderstanding or misstatement of science, is one of these weak and vital spots where the industry lies open to unanswerable attacks.

Misrepresentation in advertising to our public can serve no useful purpose. Such practices are to be unreservedly condemned. Such was the worthy spirit of the 1936 Convention. From it arose the Board of Standards of the Toilet Goods Association.

It was at the end of November, 1936, that a director was appointed for the Board and its committees began to be formed.

The advertising world hailed the new Board and immediately understood how valuable a service it would render where questions of disputable facts arose. The press, not only that serving the trade, but the daily papers as well expressed the conviction that the Toilet Goods Association was offering the industry the most powerful of all weapons: Truth in Advertising. Since that time the press has shown its keen interest through continued and generally favorable publicity.

Unfortunately, the industry itself soon appeared divided, the majority approved of the organization of the Board and gave it their fullest cooperation both in the services of leading executives and chemists and in facilitating the scientific studies such as that of the "Value of Vitamins in the Manufacture of Cosmetics," a summary of which appears below.

However, there were and still are many who, regardless of the basic needs of the whole group, seem to hold the erroneous belief that they can, as individuals, continue to prosper while the whole industry is made to suffer from their unfair competition. Such are those whose misleading statements constantly misrepresent their products, but the public is no longer gullible. Daily it becomes more discerning and the industry can fairly form real public opinion in its own support. Why should the whole trade allow the attitude of certain of its members to furnish ammunition for the virulent criticism and discriminatory legislation to which all have been subjected and from which all will suffer?

As soon as the work of preliminary organization had been accomplished, the new Board of Standards was able to announce its plan of action which depended mainly on three committees.

Its Executive Committee under whose active supervision the Board is now operating is composed of leading manufacturers with direct knowledge of practical problems. It is hoped that in the future certain of the principal advertising agencies will also be represented.

The Advertising Advisory Committee, which has undertaken the task of studying all advertising copy, as well as labels and circulars submitted to it for its study and recommendation, is composed of the secretary of the Toilet Goods Association and its counsel, together with the director of the Board of Standards, thus assuring a complete impartiality of judgment and also a guarantee that all matters submitted will remain confidential.

The Board of Standards is pleased to report that it has already received a certain amount of advertising copy for review and comment, but members of the industry are slow to avail themselves of this service which is already recognized as useful, but which will prove invaluable to them when any of the Federal cosmetic control bills become law.

As is natural, the greatest amount of work to be done from the outset was of a scientific nature, and included such problems of vital importance to the industry as the composing of a list of ingredients which should not be used in the manufacture of preparations for the skin or which should only be used subject to cautionary labeling, and the study of the use of vitamins and hormones, as well as other new developments which must be the subject of careful study and upon which report will later be made.

The Scientific Committee to whom this work is entrusted is composed of some of the leading chemists of the industry, together with certain production managers associated with those manufacturers whose products have long been considered as being of outstanding quality. Such men as compose this committee together with the eminent dermatologist who has given much of his time to cooperate with it, have preferred to remain anonymous, so that their manufacturing affiliations should not in any way interfere with the scientific findings that will be made available to all members of the industry.

The Board of Standards is as yet in its infancy. Much publicity work for the industry and its products is urgently needed, but it cannot be undertaken until adequate funds are made available, and this will depend on its continued support by the members of the Toilet Goods Association.

Such briefly is the statement of the accomplishments and hopes of the Board of Standards of the Toilet Goods Association. The spirit which prompted the creation of this service still exists, *but to become of lasting value the support and confidence of the entire industry is essential.*

Vitamins and Hormones

The following is a summary of the report on vitamins and hormones. The complete report and other work of the Board of Standards will be presented at the T.G.A. convention:

"It is with pleasure that I am able to report that after consulting all available sources including professors and research workers in vitamins, the manufacturers who furnish vitamins to our industry and to others, the various scientific publications, both in book form and as periodical literature which discuss this subject and finally having addressed a questionnaire to all the members of our industry who use vitamins in the manufacture of their preparations, I am now able to summarize my findings briefly as follows:

Vitamin D

"1—There seems no doubt that this substance can be absorbed through the skin.

"2—There is similarly no doubt that Vitamin D is an effective preventive and cure for cases of rickets. This has been proven by innumerable laboratory tests on rachitic rats.

"3—Vitamin D applied externally and whether produced by the ultraviolet irradiation of ergosterol or cholesterin, or from one of the fish liver oil concentrates, will in rachitic conditions improve the health of those suffering from Vitamin D deficiency. In turn it is quite possible that this may improve the health of the skin as a part of the general health improvement of the patient.

"4—There are serious indications however that approximately ten units of Vitamin D applied to the skin are necessary to produce the same result as can be obtained with one unit of the same vitamin administered orally.

"5—In the case of normal adults where the application of Vitamin D to the skin has been tried it has not been scientifically proven that it has any affect whatsoever on the health or appearance of the epidermis.

Vitamin F

"1—It has not yet been proven that the so-called 'Vitamin F,' which is in fact a concentrate of the unsaturated fatty linoleic and linolenic acids found in linseed oil, is properly classified as a vitamin.

"2—Its effect, when applied to the skin of rats who have been placed on a *'Burr Vitamin F deficiency diet,'* has been to remove scaliness from the rats' tails and to restore lustre to the hair of the animals. Beyond this, present experimentation has not gone.

"3—The inclusion of this substance in cosmetics would not appear in the light of our present knowledge to have any substantial scientific approval, except in cases where humans have been on an 'essential fatty acid deficiency diet' and it is indeed hard to conceive of such a diet among cosmetic users, or in fact, among any other adult human beings eating the usual American food.

"4—The use of linseed oil in soap (See Sapo Mollis in the current edition of the U. S. Dispensatory, where, after abandoning linseed oil for cottonseed oil in certain previous editions, a return is made to linseed oil) has long been accepted as beneficial to the skin. The so-called new 'Vitamin F' being a concentrate derived from linseed oil, it is quite possible that it properly finds its place as an ingredient in the manufacture of soap.

Vitamin A

"In the above I have not mentioned Vitamin A which you probably well know is the Vitamin which most directly affects the skin. I did not mention carotene (Vitamin A) because it has not yet been shown that it can be absorbed or that it has any effect on the skin, unless it is taken internally; and further, it has been found to be consistently unstable. Carotene mixed with Vitamin D in the form of irradiated egosterol has been found helpful in quickening the healing of wounds with a remarkable lessening of scar formation, however, this of itself does not indicate any great cosmetic value."



H. L. BROOKS *President*



J. H. MILLER *Vice President*



H. P. WILLATS *Vice President*



J. I. POSES *Secretary*



CECIL SMITH *Vice President*

WHEN the annual convention of the Toilet Goods Association meets at the Biltmore Hotel, New York, May 25, it is expected that the largest attendance of industry members on record will be present. The many important matters which the industry through its association has worked on during the year, are expected to lead to greater interest and a more successful meeting than ever.

The business sessions have been arranged by H. Gregory Thomas and a committee, and are arranged to take up many of the industry's problems in concise and at the same time complete fashion. The opening day's morning session will be devoted to committee reports and the president's address by H. L. Brooks. After luncheon, Lee H. Bristol, vice-president of Bristol Myers Co., and a member of the advisory committee on advertising of the Proprietary Association will discuss the need for an industry bureau of standards. His address will be followed by the report of the Board of Standards, presented by H. Gregory Thomas, director of the board.

At the session on Wednesday morning, officers and members of the executive board will be elected and there will be an open forum for active members only at which plans and policies of the association for the coming year will be considered.

The morning of the final day will be devoted to legislation with Hugo Mock, counsel for the association, discussing the legal problems and trends in the industry, and Mark Eisner, special counsel, speaking on Federal and state tax legislation. At the final session, a debate on price protection will be presented with Q. Forrest Walker, economist of R. H. Macy & Co., speaking on the economics of retail price fixing. Mr. Walker and his organization have been prominently engaged in opposition to state and Federal laws for the regulation of resale prices. Crichton Clarke of the New York Bar will discuss the value of retail price maintenance. At the same session Senator Royal S. Copeland of New York will talk on his food, drug and cosmetic bill, which was passed by the Senate and is now before the House Committee on Commerce.

Entertainment features have been planned by the efficient committee headed by Charles E. Kelly. The first evening will be given over to the theatre party which will take in "Babes in Arms." Following the theatre a party and supper dance will be held at the Biltmore. On Wednesday, the annual golf tournament will be played at the Canoe Brook Country Club. The annual banquet will close the festivities on the final evening. It will be held at the Biltmore and as usual, the only speakers will be the committee presenting the golf prizes. Handsome souvenirs have been planned by the committee. Special entertainment for ladies has been planned for Wednesday, the day of the golf tournament.



PAUL VALLEE *Treasurer*



CHARLES S. WELCH
Executive Secretary and Manager



H. GREGORY THOMAS
Director of Board of Standards

new Packages

by Mary Lee Goodman

SPECIAL RECOGNITION

★



★

SPECIAL RECOGNITION: Here is indeed a delightful gift package from Matchabelli, introduced in honor of Mother's Day, but equally suitable for remembering any important event. Enclosed in the transparent band box is a carnation boutonnier and carnation perfume in the charming new frosted crown bottle. Satin ribbon around the box adds the final festive touch to the package. Three small crown bottles of popular fragrances with a colorful nosegay of Spring flowers, are also packaged in similar style.

VIGNY: The "Golli Wogg" scent, which has been so popular in this country for many years, is now available in an eau de cologne (below). The bottle in which it is packaged is an ideal container for such a product, fitting easily into the palm of the hand, and having a shaker top. The familiar "Golli Wogg" head is printed on the label, and a gold metal screw cap, with the "Vigny" trade mark engraved on the top, completes the package. The Vigny products are distributed in the U. S. by Al Rosenfeld, Inc., New York.



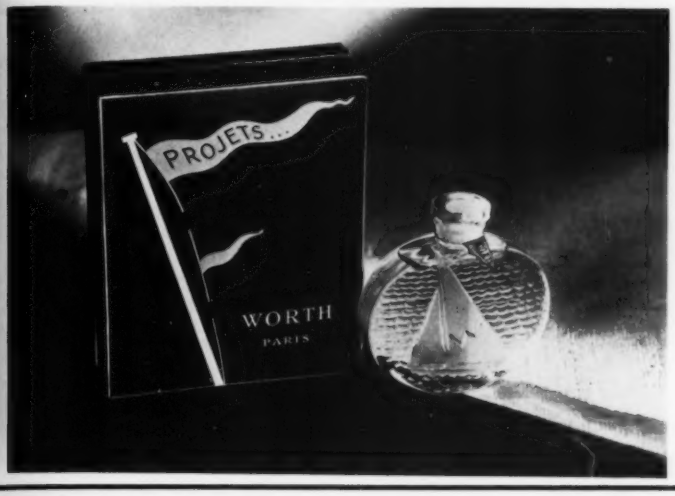
ELIZABETH ARDEN: The unusual feature of this lipstick case in the Arden "Royal" make-up line is the narrow lattice-like band around the top of the cap in which is concealed a wisp of cotton scented with perfume, which scents both the case and the bag in which it is carried. The lipstick is also scented with the same fragrance, and the case is enameled in white, black, red or blue.





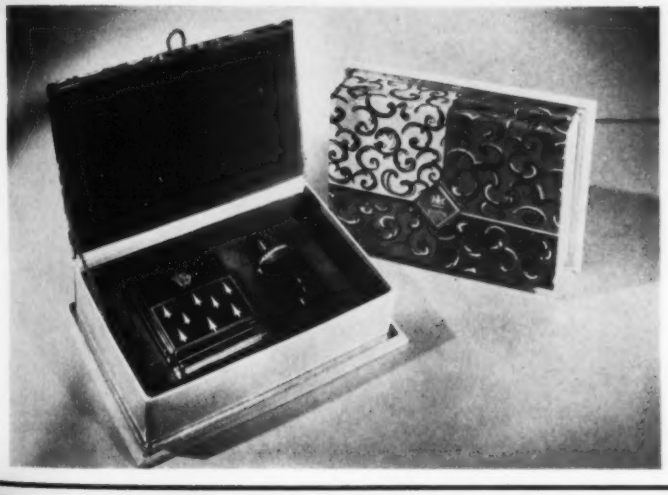
CHANEL: For gift occasions this company is packaging its perfume in a handsome white satin-covered box with black edge and hinge cover, and the bottle rests on a gracefully draped base of white satin.





MARY DUNHILL: One of the most novel purse flacons we have seen is this charming little flat perfume vial enclosed in a gold metal case (above) reminiscent of the old-fashioned pocket watch. Only the cover is removable, and the glass stopper rod in the vial is handy for dispensing the perfume.

WORTH: "Projets" ("Clear Sailing") is a delightful new perfume creation charmingly packaged to create an atmosphere of the out-doors. The bottle, designed by Lalique, has a ripply surface on which is outlined a yacht motif with the initial "W" on the sail. It is enclosed in a blue box, edged in white, and the cover is designed with colorful flags on a pole. Distributed by Al Rosenfeld, Inc., New York.



YARDLEY: This London house is offering a regal coronation package consisting of its "Bond Street" perfume, created in honor of the new reign, and a re-styled triple compact with a white ermine motif on the gold base and black enamel bands on the top and back. These items rest in a jewel box lined with red velvet, and the hinged cover is padded and also lined with the velvet. The cover is inscribed with gold scrolls over four colored squares.

NAILIFE: This is a new preparation (below) recommended for the care of the nails and cuticles. Previously sold only to beauty shops, a steady demand for the product has made it necessary for the manufacturers to merchandise it through regular retail channels. It is packaged in a smart white and black molded jar, and is available in three sizes.



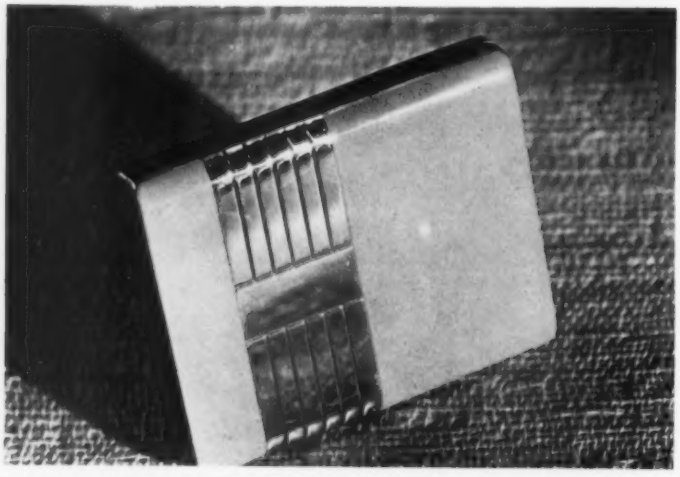
CLYCAX: This old English concern is now offering its treatments and preparations on this side of the water. The "Coffret" set contains all the vital preparations for home use, and the packages reflect the conservative reputation of the company. The lotions are in oblong bottles with orchid caps and ribbon trim, and the white labels are printed in orchid. The powder comes in a purple box with silver edge and lettering, and the cream is packed in an octagonal opal jar with white molded cap, on which the name is engraved in purple.





DUART: To complement its "Creme of Milk" all-purpose cream, this company is now offering a lipstick in four popular shades to harmonize with modern complexions. The containers are red, imprinted in white, and a white dot on the top of the cap ties up with the package styling of the face cream.





HOUBIGANT: The latest addition (above) to the "Fougere Royale" men's line is this "Oil for the Hair" recommended for dry scalps. In developing this product the company has endeavored to make it a typically masculine item. It is scented with the "Fougere Royale" fragrance, and is simply packaged in a flat shaker bottle with maroon molded cap.

RUBINSTEIN: The smart woman is always seeking accessories to match her costume, and compacts should not be overlooked. This manufacturer is featuring new single and double vanities in seven important colors, attractively designed with a broad band of gold across the cover. This band is ridged horizontally except in the center where a plain vertical strip allows room for a monogram. The back of the compact is in gold with fine ridged lines.



SCHANZENBACH: The preparations for a "Vigorol" treatment, formerly sold for professional use only, are now available to the consumer in the retail market. These preparations are packaged in attractively-designed blue glass bottles with white molded screw caps. The two-tone label gives complete directions for use. The little jar follows the same color scheme and has a white metal cap.

MATCHABELLI: The newest lipstick container (below) from this company is truly regal in design and quite fittingly called the "Coronet" lipstick. The cover is available in either white or black enamel, distinctively gold encrusted. The crayon comes in "Cherokee," a rich new coloring which blends so well with Summer tan. This shade is also available in rouge and powder.

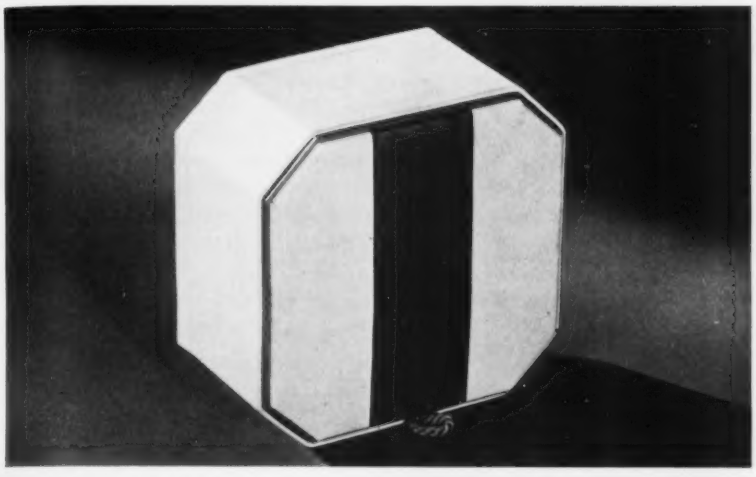


CHAR-TEX: This company is offering its antiseptic mouth wash in a new package with applied color labeling and "Gripseal" screw caps. Bottles and caps by Owens-Illinois Glass Co.



LENTHERIC: The latest addition to the gay "Bal Masque" line is this wafer-like enamel compact with a tricky little gold catch that opens like a purse. This vanity is available in many popular colors, and the only decoration is a gold mask engraved on the cover.





ROSE LAIRD: This is the new "Deluxe" face powder just introduced by the company which claims it is non-allergic and may safely be used by all women. It comes in a white octagonal box edged in gold, and a hinged cover with a tiny cord tab. The initials "R L" are printed in black on a wide gold band on the cover.



HOUSE OF WEMBDON: Truly an "Acquaintance Kit" is this attractive set of Wembdon lavender products, consisting of talcum powder, sachet bags, soap, cologne and water softener tablets in regular sizes. The set is offered at a special retail price to stimulate sales and consumer interest.

DERMALAB: New antiseptic skin cleanser packaged in glass jars with striking silver foil labels printed in red, and rich silver and red caps. Jars by Maryland Glass Co.; caps by The Aridor Co.





The unusual store and offices of the Redwood Perfume Co. Eureka, Calif. A new developement by this growing company is a perfume developed from redwood chlorophyll, said to have marked antiseptic powers.

desiderata

by MAISON G. deNAVARRE

■ **BULLETINS** It had to be. There has been a sell-out of the sun tan edition. Other editions are going fast too. A new edition of the Sun Tan Bulletin is on the fire. Additions, changes, and other embellishments will be made. Meanwhile, the latest Bulletin on Absorption Bases is available. A penny postal asking for it is all you have to send in. This and all other Bulletins are free. Bulletins on Wetting Agents, Antiseptics and Preservatives are still available.

■ **VITAMIN F** Our very newest British contemporary, the *Manufacturing Perfumer* has just finished a symposium on this controversial substance. Among the contributors to this symposium have been such outstanding scientists as Prof. T. P. Hilditch, Prof. J. H. Burn, Prof. J. C. Drummond, Dr. T. Moore and Messers. W. H. Simmons and H. S. Redgrove, along with a reply by Mr. A. J. Pacini. Those of you interested in vitamin "F" should read this symposium. If you don't subscribe to the journal, you can get it at your public library, or one of your fellow manufacturers who does get the journal will let you borow it. Suffice it to say, that these cold blooded scientists have gone after vitamin "F" in very business like fashion. Mr. Pacini's reply to the contributors of the symposium is courageous enough. Read the symposium and draw your own conclusions.

■ **TEA TREE OIL** When it first became known that the oil of *Melaleuca alternifolia* had a pleasant odor and promising germicidal properties, samples were obtained, and the usual F.D.A. bacteriological tests were made. Suffice it to say, that the R-W value while high, is not reproducible by the F.D.A. technic against the *Staphylococcus aureus. B. typhosus* is the organism apparently used in the European tests, though not stated. In our tests, this oil had no advantage over other aromatic essential oils, known to have germicidal properties. Our work on this continues.

■ **BOARD OF STANDARDS** An industry is as good as the brains behind it. The brains behind the toilet goods industry have organized a Board of Standards for the use of the industry. It needs cooperation, both in spirit and help from the technically trained, as well as funds for maintenance. It deserves your help.

■ **DEODORANTS** Looks like the day of the liquid deodorant is past. Cream preparations are the rage. Greaseless. Harmless, strong and effective antiseptics are indicated where only deodorant action is desired. If anti-perspirant action is wanted, astringents are used. The last type of material is best represented by salts of aluminum. Absorption bases and specialty vehicles work well. Use from 10 to 15 per cent aluminum salts in the cream.

■ **SUN TAN PREPARATIONS** Sometime ago, it was mentioned in this column that sun tan preparations were going to be a big item this summer, and we again stress it. But the *oil idea is getting weaker.* You have to have something less messy, and just as effective. Ingenuity in this line will pay handsome profits.

■ **ANTIOXIDANT** Everybody is interested in a GOOD anti-oxidant. And why not! Rancidity is the commonest difficulty experienced to-day. And the perfect anti-oxidant has not yet been discovered, but a very good one is supplied under a trade name by an Eastern supplier. This product is really outstanding. What it does to linseed oils is nothing short of remarkable. My own tests with corn, olive and sweet almond oils indicate it to be the best one tested so far. It is not perfect—Nothing is. But it is a darn good anti-oxidant. Try it.

■ **LINOLEIC ACID** Way down in the Phillipine Islands, one D. M. Birosel has been working on the problem of the isomers of linoleic acid. After much experimentation, Birosel reports in the J.A.C.S., that he can get only one isomer of linoleic acid by bromination, and regeneration of the tetrabromide. He claims that the various isomers so far reported, have probably been isolated because of the technique used.

THE AMERICAN PERFUMER • COSMETICS • TOILET PREPARATIONS

S. L. MAYHAM, *Editor*

MARY L. GOODMAN, *Assistant Editor.*

FELIX J. BELAIR, JR., *Washington Bureau.*

CONTINUE THIS FINE WORK

The Toilet Goods Association will consider many questions at its coming convention. Taxes, price maintenance, Federal and State legislation will be discussed and acted upon. Bearing upon all of these subjects and of greater permanent importance than any of them will be the question of maintaining and increasing the work of the Board of Standards. No matter what may be done on other questions, this activity must not be allowed to lapse because of lack of understanding of its importance, or reluctance to appropriate the necessary funds.

* * *

WITHIN a few weeks the industry will gather at the annual convention of the Toilet Goods Association. It has been in many respects an excellent year since the last meeting in May 1936. But it has been a year in which more than the usual number of troublesome and vexing problems have been met, most of which still lack solution.

At the convention, which we hope all members of the industry will attend, you will hear discussions of a number of these problems. Taxes will be considered along with methods for relieving the industry of the unfair burden it is now carrying. Both sides of the price maintenance question will be presented in a debate between very able speakers. Pending food and drug legislation will be discussed. Undoubtedly trade practices and the proposed rules of the Federal Trade Commission will receive consideration.

All of these are important to the industry, and to many members they may seem to overshadow and outbulk a more fundamentally important activity. Not one of these questions nor any of the others which affect the industry's future but will yield more readily to solution through the efforts of the industry's No. 1 co-operative activity, The Board of Standards.

Elsewhere in this issue there appears a summary of the work of the Board, prepared at our urgent request by its director. It is in no sense a complete "report." The report will be presented to the industry at the convention. We do not hesitate to state that it will be the most important report or address made there.

The beneficial relationship between the work of the Board of Standards and the industry's trade practice and legislative activities seems too obvious to need exposition. There is no government body—and that includes the Treasury, the Department of Agriculture, the Federal Trade Commission, and even the Congress—but respects a co-operative effort for self improvement such as that typified by the Board.

We have really had few troubles with the government thus far. It is true that F.T.C. citations have been coming down more frequently of late and that a few of us have been visited by the Department of Agriculture from time to time, but we know nothing as yet of the difficulties of genuine regulation. Government, however, is turning its eyes in our direction. The Trade Commission is getting more active. We may get a Federal Cosmetic Law. State and Municipal governments are investigating our industry. Some of them have already acted. Others certainly will in the near future.

These bodies will find many things wrong with our industry and trouble us no end. Ask any member of the Proprietary Association what real government regulation means. We all know that there is a "chizzeling minority" in this business. They are the ones who will get all of us into trouble unless we continue our efforts to curb their unscrupulous activities. If we do not wield the broom, the government house cleaners will come in with brooms, mops and a liberal use of strong disinfectants.

Much trouble can be averted by industry activity designed to make our business fair to ourselves and to the public. Again ask any Proprietary Association member whether he would care to discontinue the work of that body's Committee on Advertising, which closely corresponds to our own Standards Board.

During the last year the T.G.A. has done fine work on State Legislation. Its efforts in the Federal field, while well intentioned, have not been very effective. Its best and most constructive work has been done by the Board of Standards. In less than six months, with all of the organizational detail to be done, the Board has already contributed more than its share to the general welfare of the industry. It is hard to imagine what could not be done in a full year with details of organization complete and all of its energies devoted to the problems in hand.

We have heard with no little surprise and great disappointment that some in the industry believe that all of the energies of the Association in the coming year should be devoted *directly* to tax and legislative matters, that there was some reluctance to appropriate even the modest amount necessary to continue the work of the Board of Standards during the year, that there was even reluctance in some quarters to co-operate with the Board where such co-operation involved no financial contributions.

We can scarcely credit such reports. It seems almost incredible that the T.G.A.'s most basic contribution to the industry's betterment, both as an industry and in its relationship to government, should be hampered, hindered and perhaps destroyed by failure to recognize the real

value of the activity and to contribute to its support.

We recall that at last year's convention three fine forward strides were taken by the industry. Best and most important of these was the creation of the Standards Board. Shall we now abandon it, just when it has begun to show its real and permanent value?

There is one thing which the Association *must* do at the convention if it is to continue to serve the industry as the leading trade organization in toilet goods. That is to empower and instruct its executive board to continue this splendid work, and to provide adequate funds for carrying on and expanding the Standards Board activities.

WE AGREE WITH THE COMMISSION

Fighting the Federal Trade Commission and criticising the Food and Drug Administration when they are wrong is one thing. Taking these authorities to task and by implication attacking the Industry's Board of Standards when they appear to be scientifically correct is quite another. The latter course is no benefit to the industry although it may give some personal satisfaction to the critic.

* * *

RECENTLY, the Federal Trade Commission entered a stipulation with a manufacturer who claimed nourishing properties for a lipstick which allegedly caused the lips to become "moist, smooth, velvety, etc., etc." The Commission in this case again reaffirmed its opinion, which is that of the Food and Drug Administration as well, that the "human body is nourished and fed only from within the body." This eminently proper and correct statement in the light of our present knowledge was promptly and very sharply attacked. By implication, the investigations of the industry's own Board of Standards on such things as vitamins, hormones and like products in cosmetics, published in part in this issue, were also raked over the coals.

Readers of this column will recall that we have been by no means hesitant in attacking the Trade Commission, the Food and Drug Administration and other governmental organizations from time to time when they appeared to be wrong. Nor shall we hesitate to do so again whenever occasion arises.

By the same token, we are impelled to defend their findings when they appear to be right and proper.

The present state of our knowledge seems to confirm fully the findings of the Trade Commission in this case. All of the evidence of absorbtion through the skin and of the results of local application of absorbable bodies does not alter the statement that actual nourishment of any part must come through the process of assimilation and conveying the assimilated products to the part through the means which the body has provided for self nourishment.

A fair statement is that according to present scientific knowledge local absorbtion does not mean local nourishment although it may aid in general nourishment.

Why are we scolding about this? Because the industry cannot afford to make claims of local nourishment unless it is prepared to prove those claims. It is not prepared to prove them at present. The Trade Commission and the Food and Drug Administration are pretty well prepared by scientific testimony and authority to disprove them. Attacks of this sort on the governmental bodies and by implication on the industry's own Board of Standards can only lend aid and comfort to those seeking to discredit all cosmetics.

We would be the last to discourage the use of meritorious products, be they vitamins, hormones, or anything else. But we are opposed to advertising statements which cannot be substantiated. To defend such statements, even if they are later shown to be true, is to attack the industry by lending aid and comfort to its enemies. Claims for cosmetic products should be provable scientifically or they should not be made. The Board of Standards, the Trade Commission, the Food and Drug Administration and other bodies are only working for the industry when they attempt to curb the use of claims which cannot be substantiated. They should not be broadly attacked for this excellent and constructive service.

SUPPORT THE CHAPMAN BILL

Failure of Congress thus far to enact a revised food and drugs bill is undoubtedly responsible for many of the current state measures which are causing the industry so much trouble. We badly need a food, drug and cosmetic bill. The Chapman Bill (H.R. 300) is an excellent one. It should not be confused with Mr. Copeland's S. 5, a thoroughly bad measure.

* * *

WHILE the Commerce Committee of the House has been pondering the several bills now before it for revision of the Federal Food and Drugs Law, state legislatures have been very active. Only by grace of good work on the part of the Toilet Goods Association which carried its arguments direct to the Governor, was the Washington bill defeated by veto. Since that action, the North Dakota bill, which is not quite so stringent a measure as the Washington, New York, Texas and Pennsylvania bills, has become a law. All of the measures might have been avoided had Congress not delayed action on a Federal statute.

No small part of this delay may be placed directly on the shoulders of Senator Copeland, who has been more or less vigorously pressing to connect his name with the Federal Food and Drugs Act for several years. He might have accomplished his end this year and he might have done the industry a real service had he introduced the old "Copeland Bill" which passed the Senate a year ago. Instead, he saw fit to write a new and thoroughly bad measure and attach to it the old "S 5" designation, rush it through his personal committee without hearings and

bring about its passage by the Senate. It may have been clever, but if Mr. Copeland really wanted a law, it was not very intelligent procedure.

Mr. Chapman's H. R. 300 is the old "Copeland Bill" of last year, a good bill and approved by many consumer organizations and by most of the affected industries. It should have been brought out for passage long ago. Mr. Copeland's very slick manoeuvre was one of the main factors in its delay and in the strong probability that we shall have no Federal food and drug legislation this year. Meanwhile, state and local bills multiply to the confusion of the consumer and the harrassment of the manufacturers.

We again urge cosmetic manufacturers to do all they can to secure passage of Mr. Chapman's excellent measure. Such a law would insure the protection of the public and at the same time assist the reputable manufacturer of cosmetics. Incidentally, it would also put an end to the flood of state bills, most of them bad, which are causing so much trouble to the industry at present.

letters

The Board Must Be Continued

Editor, *The American Perfumer*,

Sir: Have been wanting to write you for a week or so to say thanks for the splendid article that appeared in your April issue regarding the Board of Standards of the Toilet Goods Association. Such publicity and support should help to convince our members that they must give their wholehearted cooperation to this very necessary undertaking.

New York — H. L. Brooks
April 26, 1937 — *President, Toilet Goods Association*

That's What We Meant But Mr. Cohen Says It Much Better!

Editor, *The American Perfumer*,

Sir:—Your article on page 45 in your April issue captioned "What Has Happened to These Importers" intrigues me who happens to be one of these Ishmaelites. I will tell you what has happened.

Due to the enormous over-expansion of high pressure consumer selling and the consequent terrific increment in gross profit necessary to take up this expense, the Toilet Goods business in America has gradually become one of American manufacture. A bona-fide importer who makes only nominal profits after paying his duties, transportation expense and high foreign cost, can't indulge in the luxuries of demonstrations, P. M's, cooperative advertising, national advertising and the legitimate expense of travelling salesmen as well, so he necessarily confines himself just to the last.

The entire Perfumery and Toilet Goods business originated abroad, more particularly in France, although goods of English and German origin were important too. Even today with 'the tail wagging the dog', business, in extracts and toilet waters at least, still revolves around the name "Paris".

You inquire in your article, "What is going to happen to the importers when honest labelling laws are enforced?" I should say that your worries had better be directed to "what is going to happen to American manufacturers and phoney importers when they will have to label their goods correctly . . . "made, or bottled, or assembled, or compounded" or something of that sort, "in the U. S. A.". You seem to imply that although the foreign origin of perfumes may have once been an influential factor in the consumer's mind, that because of the preponderance now of American made goods (frequently mislabelled), that this factor is no longer important. Our benighted belief is that there will be considerable adverse consumer reaction directed, not to us, but against the spurious imported products that they have been buying in the belief that they were made abroad and not in America.

New York — M. K. Cohen
April 14, 1937 — *Morny Sales Co.*

We Want Everything Labelled Truthfully!

Editor, *The American Perfumer*,

Sir: I have had the pleasure of reading your article in the current issue of *The American Perfumer*, entitled "What Has Happened To These Importers?"

Since I represent one of the few true importers of perfumes in this country, this article was of great interest to me and I want to compliment you upon your editorial courage in exposing some of the alarming conditions which now exist in the perfume industry.

New York — E. Grunig
April 19, 1937 — *Molinard Inc.*

NEW COMPANIES

Gilda Audrey Products Inc., New York, face and scalp preparations. Incorporator: Miss Gilda Audrey. Subsidiary of the Sophia Co. Inc. and Glemby Co. Inc.

Wally Simpson Products Inc., New York, soaps, toilet articles and cosmetics, 200 shares no par value. Filed by B. Robbins, 25 Warren St., New York City.

Bonardi, Inc., New York, perfumes, toilet water, soaps, 250 shares preferred; 200 shares no par value. Filed by Sachs & Picket, 149 Broadway, New York City.

Halo Salon Ltd., New York, cosmetics, 200 shares no par value. Filed by Max M. Schwartz, 50 Court St., Brooklyn, N. Y.

Alka-San Laboratories, Inc., New York, cosmetics, $100.000. Filed by Marcel von Wertaur, 521 Fifth Ave., New York City.

Hudson Laboratories, Inc., 107 Hudson St., Jersey City, N. J., chemicals, perfumes, etc., 100 shares no par value. Incorporators: Roswell M. Udall, Bergenfield, N. J.; Madeline Alder, 1063 Eastern Parkway, Brooklyn, N. Y.; and Edith Diver, 305 21st St., West New York, N. J. Filed by Edward W. Buckley.

Lawrence Soap Co., Paterson, N. J., 100 shares no par value. Filed by Doris M. Lew.

Health-O-Products Co., Duttenhofer Bldg., Cincinnati, Ohio, cosmetics, 10 shares no par value. Incorporators: Eugene Bohn, Howard L. McEwen and M. Tracy.

Maison Carree Beauty Preparations, Inc., Brooklyn, N. Y., cosmetics, $10,000. Filed by Herman B. Schell, 270 Broadway, New York City.

Acme Extract & Syrup Co., San Francisco, Calif., extracts, $50,000.

Mary M. McCahill-Louise M. Robertson, Inc., New York, cosmetics, $100. Filed by Frederick O. McKenzie, 70 Pine St., New York City.

Molinard, Inc., New York, dyes, perfumes, cosmetics, 100 shares no par value. Filed by George M. Golden, 2 Lafayatte St., New York City.

BUSINESS RECORD

Receiver Appointed

Dermure, Ltd., 509 Fifth Ave., New York, cosmetics. Percy J. Michelbacher was appointed under $500 bond by Judge Coxe.

SHAVING CREAMS



The procedure in making lather creams varies widely between the maker who is primarily a soap manufacturer and the one who is primarily a manufacturer of cosmetics. RALPH H. AUCH, in this article describes and criticises both methods and indicates type formulae and procedure for the production of a satisfactory cream.—EDITOR.

IT is a simple matter to take most cosmetics and toilet preparations from the small experimental batch to the full size manufacturing batch. Lathering shaving cream is not one of them. Conversely, it is often easier to make formulation adjustments or improvements on a shaving cream right in the factory on a commercial size batch in the regular manufacturing equipment than to attempt them in experimental laboratory batches.

Shaving cream is a product which requires considerable art or "know how" in its manufacture. And the necessary "know how" may vary not only with different formula but with the equipment available for their manufacture. Critical examination of any group of trade marked shaving creams will confirm that some are lacking in this essential ingredient i. e. the "know how."

Generally the method of manufacture varies not so much with the formula but with the manufacturer. The cosmetic manufacturer will probably make it one way, while the soap manufacturer will tackle it another. The former usually thinks in terms of steam jacketed kettles or mixers with suitable agitators. The latter's first thought is of kettles with live steam agitation and his regular soap crutchers.

Shaving cream is an emulsion of high titre soap containing forty to fifty per cent of fatty acid (of which 2.5 to 5.0 per cent is excess or unsaponified), saponified with a mixture of potassium and sodium hydroxide in the ratio of from 11 to 1 to 4 to 1 with from 5 to 18 per cent of C. P. glycerin and suitable perfume added. Palmer kernel oil, lard and lard oil, sesame oil, tallow and even bayberry wax find limited application although coconut oil and stearic acid of good quality, with or without olive oil, are the only necessary fatty ingredients.

But to get down to cases—typical cosmetic formulae will be discussed.

Coconut Oil	10.0
Stearic Acid	35.0
Potassium Hydroxide 100%	6.8
Sodium Hydroxide 100%	1.5
Glycerin	15.0
Perfume	.50 to .75
Water about	31.2
To Make	100.0

The potash and soda are dissolved in about two-thirds of the cold water in an enameled pot by the cosmetic manufacturer. The soap manufacturer usually has liquid soda and liquid potash available, having bought them that way or dissolved the solid drum caustic to a definite concentration or Baumé which he dilutes to about the same strength.

The glycerin and coconut oil are heated to 165 or 170 degrees fahrenheit. The caustic solution is run in in a thin stream while agitating. When the saponification is complete and while the mass is still hot, the molten stearic acid is added followed by the balance of the water, while continuing the agitation.

The cosmetic manufacturer will likely warm the glycerin and coconut oil in a pot or in the mixer tub itself, possibly even over direct heat, whereas the soap manufacturer will probably use a steam jacketed kettle of nickle, aluminum, stainless steel or, on occasion, copper or steel.

The former will likely do the mixing in a change can mixer of the pony or "Brighton" type, whereas the latter will probably employ a tilting type, glass lined kettle fitted with agitator, or, perhaps in one of his regular soap crutchers.

The cosmetic man may eliminate saponification by resorting to the use of coconut oil fatty acid to replace

the straight coconut oil when the reaction between the fatty acid and alkali becomes a contact one. Saponification is not tedious, however, because the presence of glycerin speeds the reaction.

Another procedure is to employ white cold soap (coconut oil soap) scrap as the source of both soda and coconut oil. This he may have available or it may be purchased at a favorable price. His typical formula then becomes

Stearic Acid	37.0
Potassium Hydroxide 100%	7.0
Water (to dissolve lye)	12.0
Glycerin	15.0
White Scrap Soap	12.0
Water (to dissolve above)	16.5
Perfume	.5
To make	100.0

The procedure is the same as with the previous formula if the scrap is super fatted as is usually the case. If, however, it is neutral, it may be added last in chip form with agitation until a homogeneous mass is finally obtained. A "curing" or "rotting" period of a week or ten days with occasional agitation makes for uniform consistency little likely to change and become too firm or too soft and watery after packaging. A sheen also develops with such handling and users generally expect this characteristic in their favorite cream.

As stated earlier, the cream should be super fatted. The cosmetic manufacturer usually uses an excess of stearic acid, or, conversely, a deficiency of alkali in the batch. He may not even analyze the finished cream —in fact—may not even have facilities for so doing. The free fatty acid will, of course, vary appreciably from batch to batch and it is often the cause of hardening in the tubes as well as discomfort in use as neutrality is approached or even passed. If neutrality is passed and free alkali is present, it may pit the tube and will certainly corrode the lower end of the tube, to say nothing of the user's chin.

The soap manufacturer, on the other hand, almost invariably calculates his fat carefully to make a neutral cream which is subsequently analyzed for confirmation. To super fat, he may add stearic acid directly to bring the percentage of fatty acid to the desired figure. Some have been known to add dilute inorganic acids, such as hydrochloric or sulfuric to liberate the desired amount of fatty acid. A more generally accepted practice is to add sufficient pulverized boric acid in the dry state. In any event, the finished cream is again analyzed and adjusted to a nicety to insure uniformity.

The cosmetic manufacturer goes to great lengths in procedure and in employing all manner of trick ingredients and additions to simplify manufacturing procedure and avoid the outlay for suitable equipment. On the other hand, the soap manufacturer either has the necessary complement of kettles, crutchers, etc., or is willing to install them as good practice dictates. It is not unusual for him to build his cream from the ground up by the semi-boiled or even the full boiled process. For the sake of brevity, but one formula will be discussed to illustrate both. Obviously, the batch size by the full boiled process is usually much larger than can be handled in the semi-boiled and the relatively make-shift process described above.

For semi-boiled or boiled	
Coconut Oil	4.0
Olive Oil	4.0
Stearic Acid	31.5
Glycerin	15.0
Potassium Hydroxide 100%	7.1
Sodium Hydroxide 100%	1.1
Water	35.8
Boric Acid	1.0
Perfume	0.5
To Make	100.0

For half boiled cream a steam jacketed mixing kettle is usually employed. The coconut and olive oils and the glycerin are run in and the steam turned on. Sodium hydroxide, diluted to about 15% concentration with part of the water, is run in and then one-fourth to one-third of the potassium hydroxide, diluted to about 20% concentration, is added. The agitation is continued until the saponification is complete.

The remainder of the potash lye and water is then run in and the molten stearic acid is added in a thin stream. It is then analyzed and an adjustment of lye or stearic acid is made to attain neutrality. The boric acid is then added in the dry state and agitation is continued, the steam having been turned off, until the cream is cool. The perfume is added after the cream is cooled almost to room temperature.

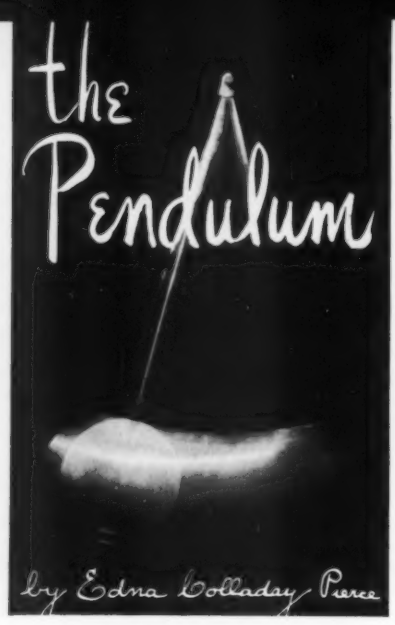
With the full boiled process, practically the same equipment is used and procedure is followed, resort being made to an open steam coil to speed saponification. Instead of a jacket on the kettle, a closed steam coil is often employed since the receptacle and batch are usually much larger.

The open steam coil dilutes the cream below good practice. After the reaction has gone to completion, the closed steam coil or steam in the jacket, as the case may be, is used to boil down the batch to the desired concentration. After the adjustment; as indicated by analysis, has been made and the desired concentration attained, cold water may be circulated through the jacket to speed up cooling.

Conclusion: The cosmetic manufacturer may lack skill and equipment in comparison to the soap manufacturer in producing shaving cream. Usually, however, he is better situated to enlist and hold the cooperation of the usual retail outlets and aggressively seek and attain consumer acceptance. Of the thirty brands of shaving cream enjoying the bulk of sales, twenty-three are made by cosmetic manufacturers while only seven are by soap makers.

Grease-Resisting Properties of Powders

A very interesting series of experiments on the grease-resisting properties of various face powder constituents has been carried out by William A. Poucher, Ph.C., of which a preliminary report has been published. A mixture of lanolin and peach kernal oil was prepared to imitate the sebaceous secretion of the skin. This was painted in a thin layer on highly polished black glass; and to equal squares the powders to be tested were applied by means of a powder puff in the same way that a woman would powder her face. Gentle warmth was then applied until body temperature was reached. In some cases, the powder rapidly absorbed the grease with the immediate loss of a fresh powdered appearance, the worst offender in this respect, according to the published photographs, being magnesium stearate, though rice starch and magnesia were almost as bad. In the case of colloidal kaolin, no perceptible absorption took place, the material completely resisting the grease. Precipitated chalk took second place. Absorption was also low in the cases of zinc oxide and talc, but rather higher in the case of titanium dioxide.



STYLE TRENDS

MOST of the things that can be said anent the Coronation have been penned. A few tie-ups may be mentioned without the danger of repetition, but from Yardley's "Bond Street" perfume — one of the first firms to focus dealer and consumer attention upon the event, as befits an English firm—to womens' clothes emphasizing the British trend, practically all our stores are and have been for weeks, showing Coronation reminders in no uncertain manner.

Window-displays, inside store showings, advertising copy, sales talks, in every conceivable way this country has played up the big event across the Atlantic, has heralded the advent of the new King with much acclaim. And, in turn, English couturiers, tailors and stores have invited Americans to stop and inspect their show-rooms, salons and shops, in many of our publications, with characteristic dignity and restraint.

Not only have our cosmetic firms gone British, but Revlon Nail Enamel Corp. was canny enough to bring out three shades to harmonize with the English clothes we wear, and named them "Ascot," "Savoy" and "Windsor." Humphrey Read Co. has completed its Chro-Vern perfume series —originally named for the famous Queen Elizabeth—bringing out toilet water, bath-oil, talcum and bath-powder in this unforgetable odor, and not to be outdone, Cyclax, the well-known English treatment line—which advocates skin-cleansing with water and their emollient soap, in true English complexion fashion—has opened a quietly sumptuous salon in the Fifties.

And after all the fanfare of the Coronation, what will influence style trends for the rest of the season? What can toilet goods manufacturers depend upon to tie-up their promotions for the rest of the year?

For one thing, the English influence will be with us for some time to come, even now that the May celebration comes to a close. The reason is that attention has thus been focused throughout the world upon Britain, has brought London couturiers to the forefront, thus enabling women to know how truly worth-while and beautifully tailored their creations are, in addition to receiving world-wide publicity for their wares. So tailored and sports wear modes will swing along on this note for a fairly long period.

But do not forget that the 1937 Paris Exposition Internationale is coming along too, and France will not let us long cease to remember that she is the style center of the world. Out of that Exposition will come style trends that will shape fashion notes for the rest of the year. And meantime, there are mid-season Paris openings — Rochas, Schiaparelli, Lelong and Mainboucher the latter part of April—after this department goes to press! — and Vionnet, Maggy-rouff, Alix and Lavin early in May. We can, nevertheless, give you some advance information on Fall fabrics. There will be startling "gold-plated" and other metal effects; crystal weaves, iridescent brocades, adaptations of upholstery fabrics in satin jacquards interwoven with metal, even metal marquisite, and many of these fabrics have *floral designs*—also a crush-resistant velvet will make its bow. We thought materials were richly lavish last Winter, but this coming Fall season will eclipse them in texture, design and vividity.

For the entire Summer season sheers will predominate, as we predicted they would in the February "Pendulum," and Austria will continue to keep her place in the sun of fashion, due to the popularity of the "Waltz" motif in wide, circular fullness of skirts. And right here let us venture another prophecy. This wide, full skirt effect will last a long while, we may even be wearing hoops before we're through; we're wearing slips with many ruffles, now, to hold out the bouffant skirts. You see, the most popular novel America has had in many, many moons, is about to be filmed. "Gone With the Wind," with



Lovely real flowers and plants in a J. W. Robinson window, and a pirate ship to tie-up with Lentheric's Le Pirate perfume

its lovely prewar costumes, is bound to influence styles. And who knows what the grim aftermath may do? Saks Fifth Avenue are advertising and showing "bed ticking" sports clothes! They are refreshingly simple, and made in pastel colors. So—anything may happen—well, almost anything!

Suits for Summer wear will be of light-weight woolens, taffetas, linens, alpacas and satins. The composé suit continues its popularity, both for street and sports wear. Jackets are of two varieties, the snug fitted and the loose, boxed variation. Skirts will be classically tailored, the straight and narrow version, or gored, fitted at waist and hip lines, slightly full at the bottom. Novelty fabrics will be used for jackets for composé suits, including flannel, embroidered linen, challis, velveteen, sharkskin, bengaline, faille and jersey. Lace and flowers add their romantic glamour to the evening picture, and floral perfumes, subdued make-up will surely come into their own this season.

Laces and embroideries will be high fashion notes, and sheers may be shirred, draped or gathered. Gay Gipsy stripes continue to lend color to the dance scene, and dance frocks will be shorter, while formal ones still continue to be very long. Flowered prints will continue to be popular, both for evening *and* daytime, and even pastel frocks are reviving old-fashioned flower colors. The quaint flower shades are wisteria, forget-me-not blue, margurite yellow candy tuft pink, lilac leaves and mulberry, all introduced in sheer frocks.

Tailored skirts will have nosegay prints — advance advertising copy reads "Colorful and gay as an old-fashioned garden." Multi-colored flowers will appear on calots of novelty black straws, and delicate flower accents will give life to many neutral colored hats. Particular emphasis will be put upon flower-trimmed turbans, and in general the brimless hat is more important than those with brims — though the enormous ones will appear later in the Summer, when King Sol begins to get in his deadly work — consequently, once more careful make-up is a necessity.





Real flowers to tip-up with floral perfumes. This is how Carson, Pirie & Scott, in Chicago, set the scene for a perfume promotion that brought women to the department to see, to admire, to smell and to buy.

Though Paris is still sponsoring hyacinth blue and jonquil yellow, and with all the colorful themes contributed — or perhaps because of these!—the high-fashion trend is definitely toward black and white, and this cannot be stressed too strongly. You will see all black costumes with white accents; white ones with black accents and many variations of these combinations. Navy will always remain a good town color, and this year it has accents of red, of white, of terra-cotta, of brick and of red earth.

The dirndl shows no signs of diminished popularity, and no wonder, for it is becoming and can be worn happily by so many types of women, and has a far from monotonous charm. The redingote, too, swings along on the crest of the wave. It is especially noteworthy in sheers over prints. Both of these styles are to be developed in cotton and in linen. Cotton will be king of fabrics all summer, not only will it reign for daytime, playtime and sports, but extend its cool authority into the evening, for it makes delectable and comely evening frocks. You'll see more cotton frocks this Summer than you've seen in many a moon—didn't Altman have a whole series of windows in "white mull"?—and how we love to see a home-grown product make good in a big way in the style trend!

Certainly there is food enough and to spare here for manufacturers to ponder on and to use in planning summer promotions. Stores are always interested in style tie-ups, and each manufacturer can adapt authentic advance information to his or her own products, and individualize them so that they are correct and yet in no sense an imitation of what any other manufacturer may do. Let your imaginations function along these lines and every outlet will do a good business on your own item or line this season.

SELLING HINTS

We've just returned from a trip to another city, we saw something you might like to check up on to see if it's happening in any of the stores on your list—if you don't know, *find out* for it obviously acts as a sales deterrent and your problem is to *stimulate* your sales.

A customer asked for a small bottle of a well-known brand of perfume. When it was shown to her, she said: "My, that's pretty small, isn't it?"

The demonstrator said: — "Well, Madame, what can you expect for a small sum?"

The customer did not buy the perfume, of course.

Supreme Court Upholds Maine Cosmetic Enactment

THE United States Supreme Court has denied the appeal of Bourjois, Inc., New York, which sought to declare the Maine Cosmetic Law unconstitutional. In its presentation to the Court, Bourjois argued sixteen distinct grounds on which it believed the act was invalid. The Court held that none of these grounds was well founded.

The opinion of the Court, delivered by Mr. Justice Brandeis, after recounting the facts in the case and the provisions of the law stated that only a few of the claims made by the company need be discussed. Regarding these contentions the opinion read in part as follows:

"*First.* Most prominent is the claim that the legislation violates the commerce clause. By its terms, the statute is limited in operation to intrastate commerce. It does not attempt to prohibit or regulate the introduction of cosmetics into the State. It is not directed to manufacturers. It applies only to persons who deal in cosmetics, or apply them, within the State; and the plaintiff does not do so. No doubt the plaintiff will lose its Maine customers unless its preparations may be sold there; and their sale will be prohibited within the State unless the preparations are registered. But the State does not demand that the application for registration be made by the manufacturer or proprietor of the preparation. The defendants who administer the statute have construed it as permitting any one interested to make the application. As some cosmetics may be of a character to injure the health of the users, the State may prohibit the sale in intrastate commerce of a preparation unless it has been found, upon due enquiry, to be harmless. The fact that plaintiff's products are made in New York does not confer immunity from such regulation in Maine. . . . . There is no discrimination against interstate commerce, since the regulation applies equally to all preparations, whether manufactured within or without the State of Maine.

"*Second.* The plaintiff contends that its interstate commerce is directly burdened, because registration, which is indispensable to the maintenance of its trade in Maine, involves payment of a fee; that only an inspection fee can be justified; and that the State has failed to show that the fee charged is not in excess of the cost of inspection. Section 2 of the statute fixes the initial fee at 50 cents per preparation, with a similar annual renewal fee; and stipulates that:

"Fees received under the provisions of this act shall be used by said department for carrying out the purposes of this act."

Even if it had been necessary, under the rules applied in *Foote & Co., Inc.* v *Stanley*, 232 U. S. 494, and *Great Northern Ry. Co.* v. *State of Washington*, 300 U. S. —, for the State to establish that the fees here charged are not excessive, the State must be deemed to have sustained that burden. The fact that the fee for registration is only 50 cents suggests that it may prove inadequate rather than excessive. The case was heard shortly after the statute became operative. It was obviously impossible then to determine whether the fees would prove to be in excess of the administrative requirement, and in this situation it is sufficient if it is shown that the charges are not unreasonable on their face. As was said in *Patapsco Guano Co.* v. *North Carolina Board of Agriculture*, 171 U. S. 345, 354, "If the receipts are found to average largely more than enough to pay the expenses, the presumption would be that the legislative would moderate the charge." See *Red "C" Oil Manufacturing Co.* v. *Board of Agriculture of North Carolina*, 222 U. S. 380, 393. Here, the statute operates directly only upon intrastate commerce. Where interstate commerce is only indirectly affected, it rests upon one challenging the legislation to show actual undue burden upon such commerce. See *Pacific Telephone & Telegraph Co.* v. *Tax Commission of Washington*, 297 U. S. 403. The mere fact that the fees imposed might exceed the cost of inspection is immaterial. . . . . .

The Maine statute presents no question under the equal protection clause of the Fourteenth Amendment such as was dealt with in *Great Northern Ry Co.* v. *State of Washington*, 300 U. S. —. The statute provides that the fees collected shall be devoted solely to the enforcement of this Act; and the Act directly regulates but one class of activity. The record shows that the State Treasurer has set up a separate account to which all cosmetic fees are credited, and against which are to be charged only the expense of enforcement. . . . . .

"*Third.* The plaintiff contends that in other respects the statute violates rights protected by the Fourteenth Amendment and the Constitution of the State. It objects that the power conferred upon the board to grant or deny a certificate is unlimited; that the board has issued no regulations; and that neither the statute nor the board has provided for hearing an applicant. The plaintiff has not applied for a certificate; and it is not to be assumed that, if he concludes to do so, his application will be refused, or that the board will deny any right to which he is entitled. . . . . There are also other answers to this contention. Section 2 defines the department's control of registration:

"The said department is authorized to regulate or to refuse the issuance of certificates of registration or to prohibit the sale of cosmetic preparations which in its judgment contain injurious substances in such amounts as to be poisonous, injurious or detrimental to the person."

Delegation of the power to exercise that judgment is not obnoxious to the Constitution of Maine. . . . . And obviously, it contravenes no provision of the Federal Constitution. . . . . Neither constitution requires that exercise of such a power be preceded by the adoption of regulations. And neither constitution requires that there must be a hearing of the applicant before the board may exercise a judgment under the circumstances and of the character here involved. The requirement of due process of law is amply safeguarded by Section 2 of the statute, which provides:

"From the refusal of said department to issue a certificate of registration for any cosmetic preparation appeal shall lie to the superior court in the county of Kennebec or any other county in the state from which the same was offered for registration." . . . . .

"*Fourth.* Plaintiff urges that relief should be granted because the provisions of the statute concerning seizure and forfeiture of unregistered cosmetic violate the Constitution of Maine. To that claim it is a sufficient answer that if there is a wrongful seizure, it will be of goods belonging to others. For, as the bill and findings reveal, no goods of the plaintiff will ever be liable to seizure, since the plaintiff will have none in Maine. If under this statute the constitutional rights of others are violated by an unlawful seizure and forfeiture, they, and not the plaintiff, must seek the redress. . . . . Hence, we intimate no opinion on the merits of the point raised by plaintiff."

This sweeping decision would seem to open the way to similar regulatory acts on the part of other states. It is interesting to note, however, that the Court intimated that fees and charges must be "reasonable" although it upheld those required in the Maine Act. Other state registration laws of a similar character might, it appears from the opinion, be successfully attacked where the fees were clearly unreasonable.

Hair Fixative Creams

The first installment of the article by **HENRY LEE-CHARLTON** *on this subject appeared in the March issue. It was devoted to emulsion type preparations. In this section the author describes water soluble types and the familiar mucilaginous preparations, concluding his study of the subject.*

OIL-in-water emulsions of mineral oil have become increasingly popular in the United Kingdom, during the past few years. The difficulties met with in compounding them are many, one of the most common being the characteristic tendency for the cream, after it has stood for some weeks, to separate out a thin layer of mineral oil, that floats exasperatingly on the surface.

Very little appears to have been written about this type of cream. Suitable emulsifying agents include triethanolamine stearate and oleate, glyceryl monostearate, diglycol stearate and sulfonated fatty alcohols. Of these, the last mentioned are probably the most satisfactory.

The well known class of proprietary product consisting of approximately 90 per cent mixed cetyl and stearyl alcohols in association with 10 per cent of the same mixture sulfonated, is employed in successful hair creams of this type. In the working formula given below, the product in question is simply referred to as a fatty alcohol product:

Mineral oil (high viscosity)	48.0	grams
Spermaceti	1.0	"
Glycerin	1.2	"
Quince seed mucilage	0.5	"
Sodium parahydroxybenzoate	0.2	"
Stearic acid	0.5	"
Perfume oil	0.6	"
Fatty alcohol product	2.0	"
Distilled water	46.0	"
	100.0	grams

The quince seed mucilage is a stock product, made by soaking 3 per cent of quince seed in 97 parts by weight of water. The method of procedure is to melt the fatty alcohol product, in with the other oily and waxy ingredients, on a water bath to a temperature of just under 60° C. The aqueous portion is simultaneously brought to the same temperature, and the oily portion then run into it with continuous stirring. The perfume is added while cooling takes place, the final operation being to pass the cooled cream through an homogenizer.

The point should be stressed that much depends on the viscosity of the mineral oil used. Occasionally it is found useful to add a small percentage of petrolatum.

As previously mentioned, it is also imperative to keep the outer aqueous phase of the emulsion sufficiently viscous, in order to minimize the tendency for the mineral oil to sweat out on the surface. This explains the presence in the above formula of ingredients designed to thicken the aqueous solution. Occasionally a small proportion of a suitable soap is also incorporated, but this should not be necessary in a properly compounded emulsion.

The simplest form of "water-soluble" hair cream is made, however, from a basis of triethanolamine stearate or oleate. Some chemists prefer the stearate because it yields stiffer creams, while others consider oleate creams superior, especially when thickened with a little cetyl alcohol.

Triethanolamine stearate can be used as such, but the resulting preparations are much more satisfactory if it is formed *in situ* from triethanolamine and stearic acid. The following formula has given satisfaction, and is quite typical of its class:

Stearic acid	12.0	grams
Lanolin, anhydrous	2.0	"
Glycerin	3.0	"
Mineral oil	8.0	"
Triethanolamine	1.5	"
Borax	1.5	"
Distilled water	72.0	"
	100.0	grams

The procedure is to melt the stearic acid with the mineral oil, add the lanolin, and bring the temperature carefully to 70° C. This oily portion is then added to the borax, triethanolamine and water, which have also been brought to 70° C. Vigorous stirring is maintained, the glycerin being then added, followed by a sufficiency of perfume oil.

The resulting product is white, creamy, and of a good full-bodied consistency. As a hair cream it is perfectly satisfactory, although care should be taken when choosing a perfume, as otherwise discoloration may result. Triethanolamine soaps are not compatible with every type of perfume, but fortunately most supply houses market a special range suitable for use with them.

Hair creams based on the use of triethanolamine soaps sometimes incorporate also glyceryl monostearate or diglycol stearate. These two emul-

(Continued on page 103)



A hair cream popular in England

Q&A

This department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

109.—COLOR "RESTORER"

Q. Can you provide us with a good formula and directions for producing a "Hair Color Restorer," of a later type than the old style sulfur-lead acetate or nutgall mixture? Suggestions will be appreciated. Stamped envelope enclosed.—C. E. G., Utah.

A. We suggest that you read Redgrove & Foan's book on hair dyes, called "Blond or Brunette." Off hand we do not know of any product or formula to suit your need. You may be able to get an idea from the above book. It can be purchased through our book department at a very reasonable price. Infusions of sage and walnut shells have been used for a long time. Some organic dyestuff may suit your purpose. Most of these are dangerous in popular use, so make your choice carefully. Sorry we can't be of more help.

110.—SOLUBLE PERFUME OIL

Q. We are experiencing trouble in preparing water soluble perfume oils. We have tried using sulfonated castor oil and although this makes a nice water soluble perfume, it causes excessive foaming. Can you recommend some method or chemical to overcome this foaming? Also, can you give us any information in preparing compound cologne oils? Enclosed is stamped addressed envelope.—D. I. M., Ill.

A. Offhand we suggest you try one of the glycols as solvent for your perfume oils, in place of sulfonated oils. A source for these has been sent to you by letter. There are also certain trade marked specialties available for this purpose. You might try these if the glycols don't work. Let us know. Regarding your cologne compound, you'd be better off to buy these already compounded. Try any of the advertisers in *The American Perfumer.*

111.—ANTIPYRINE IN LOTION

Q. Enclosed is a self addressed envelope. Please tell us how much antipyrine to add to a lotion intended to prevent shine? Thank you in advance for kind and prompt attention.—New Jersey.

A. Antipyrine is not usually considered to be a safe product for general use, in the type preparation you mention. It is very apt to produce a skin rash on use, according to various authorities. However, if you still intend to use it, make a 20% solution in distilled water, tinted, with glycerine to suit. Erythrosine can be used to tint this lotion. You can add white pigments to this if you like, especially the silicates such as kaolin or talc. While you are at it, try a 5% solution of magnesium sulfate in a liquid powder containing a like amount of light magnesium carbonate and zinc oxide in distilled water, containing glycerine to suit. This produces the same whitening effect without the chance to irritate.

112.—PEARLY VANISHING CREAM

Q. We subscribe to your magazine and your articles interest us very much. For sometime we have been making a pearly vanishing cream, and while it can be made with oleic acid, the odor is objectionable. Have you any suggestions for formula which we might try? Enclosed is stamped addressed envelope.—C. E. N., Louisiana.

A. You make the same mistake many others make—not including your formula. It is pretty hard trying mental telepathy on vanishing cream. You may be using the wrong alkali, or your formula may be improperly balanced, or you may use the wrong technique in manufacture. We suppose it is the formula, and accordingly suggest you try the following:

Stearic acid triple pressed, 25 parts, triethanolamine, 1½ parts, glycerine, 10 parts, and water enough to make 100 parts. Bring the stearic acid up to 70° C. on a double boiler. Separately bring the water, glycerine and triethanolamine to about 72° C. Add the stearic acid in a fine stream to the water mixture, with rapid stirring at first, then more slowly as the emulsion is complete. After the mixture seems smooth, agitate just sufficiently to keep crust from forming on cream. When cool, set aside over night, and perfume next day. For powder foundation, you can add 2% titanium dioxide to this product.

113.—LEMON RINSE

Q. We would appreciate if you would kindly send us several formulae for lemon rinse. Self addressed stamped envelope enclosed.—A. S., Mass.

A. Rather than send you several formulae, here is one with a range of variability: Citric acid 5 to 10 ounces; tartaric acid 5 to 10 ounces; acid stable lemon perfume enough; water to make 1 gallon. You can tint with acid yellow color, and add alcohol up to 50%. Tartaric acid can be replaced completely by citric acid. Such a rinse brings out the lights in blond hair particularly, but is good for any kind of hair.

114.—COLOR AND PERFUME

Q. We have been making a lotion in which the color and perfume do not remain fixed. This lotion is of the tragacanth-quince seed type, and the qualitative formula follows. The rose red color gradually fades out to a muddy brown. The perfume becomes more faint with time. Enclosed is a self addressed stamped envelope, and we thank you for your assistance. If there are any charges, please advise.—C. F. K., New York.

A. Offhand we would say you are not using the right color for your product, nor the right perfume. Sometimes, discoloration comes from the equipment. The S. D. alcohol you are using may not be right for your product. You are being advised further by mail.

By comparison, the most perfect reproduction of the Lilac note thus far created.

We invite you to compare LILAS SURFINE with the outstanding Lilac flower oils produced here and abroad and selling now at double the price.

We are confident that LILAS SURFINE will be your choice, not because of its low price, but because of its superior quality.

We shall be glad to send you a sample.



FELTON CHEMICAL COMPANY
INCORPORATED

Manufacturers of AROMATIC CHEMICALS, NATURAL ISOLATES, PERFUME OILS, ARTIFICIAL FLOWER AND FLAVOR OILS

Executive Offices and Factory: 603 JOHNSON AVE., BROOKLYN, N. Y.

Boston, Mass. 80 Boylston St. | Philadelphia, Pa. 200 So. 12th St. | Sandusky, Ohio 1408 W. Market St. | Chicago, Ill. 1200 N. Ashland Ave. | St. Louis, Mo. 245 Union Blvd. | New Orleans, La. Balter Bldg. | Los Angeles, Calif. 515 So. Fairfax Ave. | San Francisco, Calif. 512 Washington St.

Stocks carried in principal cities

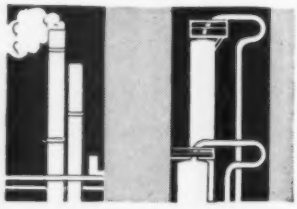
"These are my Jewels"

With the feeling that there can be no better evidence of the service we aim to render to our patrons, we enumerate below the outstanding firms we represent.

H. J. BAKER & BRO.
NEW YORK



STURGE'S
English Precipitated Chalk U.S.P.
Extra Light Dense



THE ATLANTIC REFINING CO.
PHILADELPHIA · PA.
260 South Broad Street
PETROLEUM PRODUCTS
White Mineral Oils U. S. P.
for pharmaceutical use.
Technical for cosmetic uses.
All gravities, all viscosities.

THEODOR LEONHARD WAX Co.
ESTABLISHED 1852
HALEDON · PATERSON · N. J.
BLEACHERS & REFINERS OF BEES-WAX
White Bleached Bees-Wax
T. L. Brand
Extra Quality - U. S. P.
and 100% Pure

THURSTON AND BRAIDICH
NEW YORK
SPECIALTIES:
Gum Arabic - Gum Karaya
Gum Tragacanth
Vanilla Beans - Tonka Beans

THE HARKNESS AND COWING COMPANY
CINCINNATI · OHIO · U·S·A
Manufacturers of Stearic Acid
Saponification Process

LACO PRODUCTS INC.
BOSTON
MANUFACTURERS AND IMPORTERS
Castile Soap "Laco"
Powdered - Granular - Bars

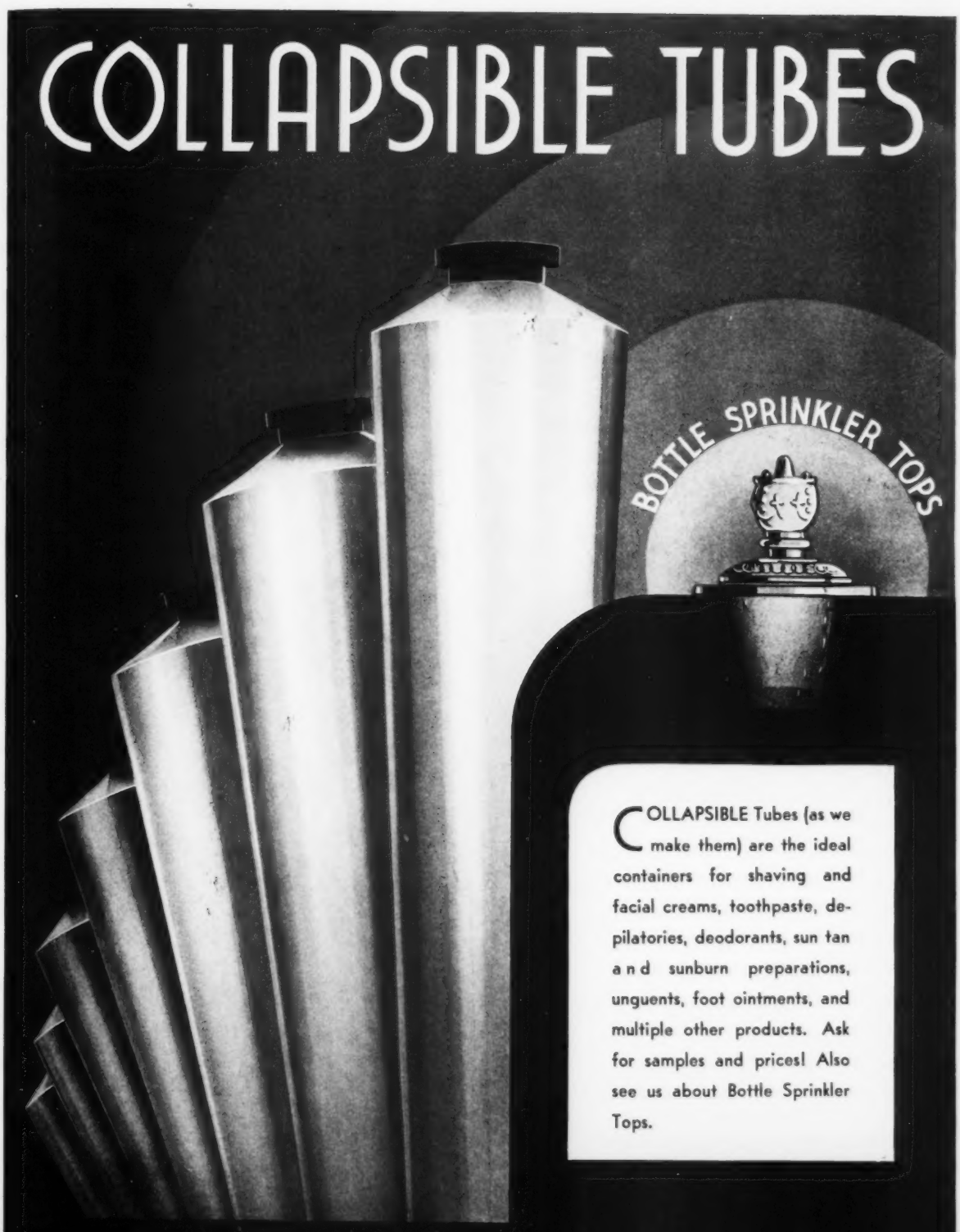


SIERRA TALC CO.
LOS ANGELES · CALIF.
Sierra Talcs approximate the ideal - chemically and physically - and excel in uniformity of milling and color.

COLGATE-PALMOLIVE-PEET CO.
JERSEY CITY · N.J.
Executive Offices - 105 Hudson Street
GLYCERINE
Chemically Pure U. S. P. - Dynamite

A. C. DRURY & CO.
INCORPORATED
219 E. NORTH WATER ST. · CHICAGO · ILL.

COLLAPSIBLE TUBES



COLLAPSIBLE Tubes (as we make them) are the ideal containers for shaving and facial creams, toothpaste, depilatories, deodorants, sun tan and sunburn preparations, unguents, foot ointments, and multiple other products. Ask for samples and prices! Also see us about Bottle Sprinkler Tops.

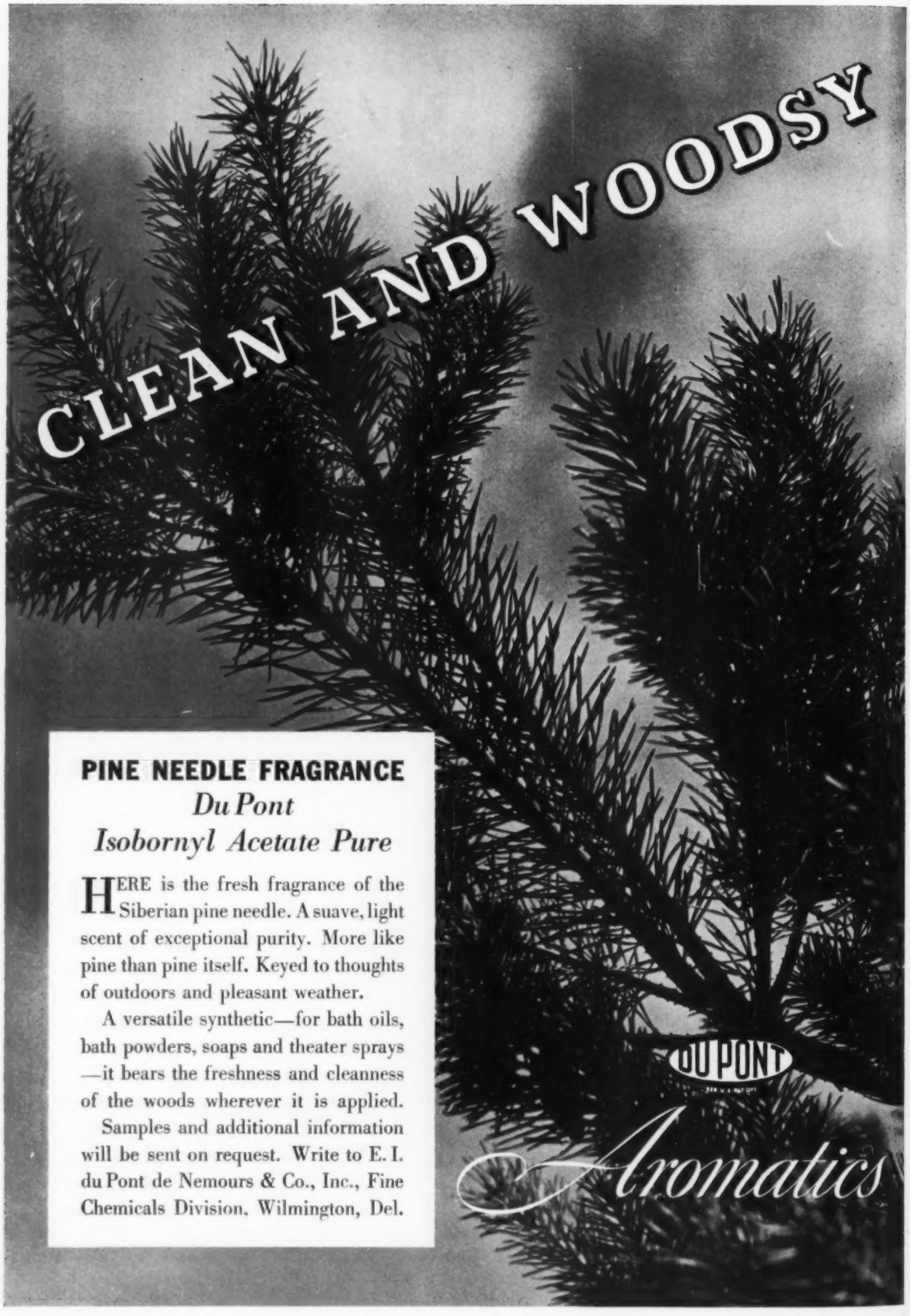
WHITE METAL MANUFACTURING CO.

HOBOKEN, NEW JERSEY

New York Office
F. L. Butz
393 Seventh Ave.

Chicago Office, Charles A. Rindell, Inc., 64 West Randolph St.

Detroit Office
R. M. Stevenson
506 Donovan Bldg.


CLEAN AND WOODSY
PINE NEEDLE FRAGRANCE
Du Pont
Isobornyl Acetate Pure
HERE is the fresh fragrance of the Siberian pine needle. A suave, light scent of exceptional purity. More like pine than pine itself. Keyed to thoughts of outdoors and pleasant weather.
A versatile synthetic—for bath oils, bath powders, soaps and theater sprays —it bears the freshness and cleanness of the woods wherever it is applied.
Samples and additional information will be sent on request. Write to E. I. du Pont de Nemours & Co., Inc., Fine Chemicals Division, Wilmington, Del.
DU PONT
Aromatics

REVIEWS OF TECHNICAL BOOKS

☐ THE CHEMISTRY OF NATURAL PRODUCTS RELATED TO PHENANTHRENE. *By L. F. Fieser, Associate Professor of Chemistry, Harvard University. American Chemical Society Monograph Series, No. 70. Second edition; Reinhold Publishing Corp., New York, 1937; 6¼ x 9¼ in.; pp. xiv + 456. Price, $7.00, bound.*

The timeliness and excellence of this book have been convincingly demonstrated by the fact that the entire first edition was sold out within a few months. It was enthusiastically welcomed and praised in other countries, as well as in our own. The author has rendered his fellow chemists a further favor by bringing out so promptly this new edition, which differs from the prior one in the correction of typographical errors and in such minor changes as do not affect the original pagination; and in the addition of an appendix of 91 pages, to bring the review of the literature up to January 1, 1937.

This appendix is presented in seven chapters which, in order and scope, correspond to the seven chapters into which the main portion of the book is divided, namely: Chapter I, The Chemistry of Phenanthrene and Some Instances of the Occurrence of Phenanthrene and Hydrophenanthrene Derivatives; Chapter II, Resin Acids; Chapter III, Cancer-producing Hydrocarbons; Chapter IV, Sterols and Bile Acids; Chapter V, Sex Hormones; Chapter VI, Heart Poisons; Chapter VII, Saponins. The author and subject indexes have been expanded to take care of this supplementary material. The period covered by the appendix is practically coincident with the year 1936, and the unusual activity in this field can be gauged by the fact that this new survey includes references to over 300 papers which appeared in that twelve months. Those who already possess a copy of the first edition may purchase the appendix separately for $1.00 net.

Within the past year, many natural products of great interest to chemistry, biology, and medicine, have been isolated and identified; new synthetic methods have been developed and new syntheses carried out; additional light has been thrown upon the interrelations of important groups and the mechanism of reactions; and our knowledge of the molecular constitution of such compounds has been considerably increased.

No one interested in this branch of organic chemistry can afford to be without the book and, if the current flood of publications continues at the same rate, another edition, or at least a second appendix, will soon be needed.

MARSTON T. BOGERT.

☐ MODERN SOAP MAKING, *by Dr. E. G. Thomssen and C. R. Kemp. 541 Pages. MacNair-Dorland Co., New York. 1937. Price: $7.50.*

This book will be welcomed by all even casually interested in soap as a useful, helpful addition to the all too meager literature on soap making that is possessed of any practical value. According to the foreword, it is based on twenty years of actual experience in the soap plant. This will hardly be questioned since there are but thirty-three references in the whole volume.

The title is misleading in that glycerine recovery is ably discussed at length and sampling and analysis is covered so fully as to become a fault since the book is designed "for the practical soap maker."

Many soaps have come to be largely filler and this volume is not without an appreciable quantity of the same. Its five hundred pages contain some fifty pages descriptive of raw materials and forty-five pages on glycerin recovery. Then there are about thirty pages of tables and specifications and one hundred forty on sampling and analysis. This leaves less than half the total to soap making and machinery and equipment, which, however, are superbly handled and cover the whole field.

The boiling of soap is discussed so simply and clearly one can smell the kettle house. Milled soaps with the pitfalls of their manufacture are so vividly and accurately described one can hear the mills, presses and wrappers.

Specialties receive perhaps too scant attention, and the information in some instances, appears inaccurate. For example, one formula hardly covers shaving cream. Likewise "5% of glycerin is a sufficient quantity . . . ." might be questioned when the currently six best selling shaving creams averaged 15.46% glycerin upon recent analysis.

Howbeit, there is an immense amount of valuable previously unpublished information in this excellent work which can hardly be other than an unselfish labor of love.

R. H. A.

☐ UNITED STATES DISPENSATORY, *Wood and LaWall, with 10 assisting experts. 22nd Centennial Edition, 1937. 1,894 pages. 7 x 10½ inches. Price $15.00.*

To many of us, the U. S. Dispensatory is a sort of master reference book. If we can't find the answer to our query in any other book, the Dispensatory will usually have it, and with the latest discoveries or embellishments.

But a thought comes to my mind that the writers might put to good use. And that is the listing of therapeutic or mechanical properties in the index. For while many of us know that aluminum salts for instance are generally astringents, there are also a large group who do not know this. And looking for astringents, this group finds nothing in the index. The same holds for deodorants, etc.

The contents are divided into three sections: official drugs, unofficial drugs and general tests, processes, etc., of the U. S. P. The book is arranged in alphabetical order, with Acacia as the first and Zingiber the last official drug.

The sections under each substance considered include references to the British Pharmacopoeia. The names of the materials are given in English, German, French, Spanish, Italian and sometimes Arabic. Both U. S. P. XI and N. F. VI monographs for the drugs are given, thus bringing this voluminous book up to date. In addition, the latest findings as reported in world literature, are included. But the references to these journals could have been standardized, if the abbreviations used were the same as those in *Chemical Abstracts* of the A. C. S.

Those who have never used the U. S. Dispensatory must not confuse it with formularies of different sorts. It is not that. It is a book of additional information on official drugs, and quite thorough data on hundreds

(Continued on page 92)

PRESIDENT BLOCKS ACTION ON TYDINGS-MILLER BILL

by **FELIX J. BELAIR, Jr.**

WASHINGTON, May 3.—The old saying about slips that occur between the cup and the lip is as true today as it ever was and the actions of legislative bodies are no exception to this rule. For proof of this one need only observe what happened to the Tydings-Miller resale price bill which would lend Federal sanction to manufacturer control of retail prices in states having so-called fair trade acts. Probably no other single piece of legislation was more certain of passage this session when its progress was brought to an abrupt halt by President Roosevelt.

The measure was unopposed in both the Senate and House of Representatives and was scheduled to be brought to a vote in the House when the President practically ruined its chances with a letter to Vice-President Garner requesting that its consideration be indefinitely postponed. Thus the bill seems to have joined the company of that other perennial —the Food and Drugs Bill—in the legislative limbo to which many others must be consigned during the present session.

A variety of reasons motivated the President in his action. Most important of these was the Administration's fear of permitting anything to get through the legislative mill which might tend to raise commodity prices further, or even maintain them at present levels. In addition it suddeny appeared wise to include the Tydings-Miller bill with the many others that must go unacted on until the battle over the President's judiciary reorganization program has been lost or won.

There was the further reason that the Administration has not yet decided what to do about wages and hours legislation. On this point it has decided only that industrial regulation to be effective must be in the hands of the Federal government. It was afraid that any program of state-administered trade practice agreements might interfere with whatever Federal scheme might eventually be evolved. Just how the Tydings-Miller plan would interfere no one in authority seemed to know, but there was apprehension that it might.

Neither was there any certainty that it would result in higher prices to consumers. The President was frank to concede this, pointing out that the Federal Trade Commission had not studied the effect of resale price maintenance systems since 1929. But the mere possibility of commodity prices getting out of hand has got official Washington so jittery that nothing is being permitted to get by that might conceivably have the effect of raising prices.

Even if it had no fear of runaway prices, the Administration probably would have acted as it did. For it is convinced that even modest price increases are to be avoided if possible. Nor is this hard to understand when it is remembered that the Administration has set as its goal the reemployment of a large number of the unemployed now on relief. As the Administration sees it, nothing should be tolerated which might interfere with a higher level of industrial production and the absorption in private employment of those now without jobs.

At the last minute and in its jittery condition, the Administration came to regard the Tydings-Miller measure as a potential threat to its program. The result is that for the remainder of the present session the measure now seems about as dead as the Copeland Bill and that is about as defunct as any legislation could be under the circumstances. It may be revived next session but not until after the Administration has made up its mind about a broad Federal program governing wages, hours, and working conditions supplemented by a separate fair trade practice program probably under the direction of the Federal Trade Commission. Powerful retail interests are trying to revive the bill at this session, but success of such efforts is problematical.

The President's decision to seek a postponement of action on the resale price maintenance plan burst upon both houses of Congress with a suddenness rivaling that which marked his submission of the judiciary reorganization plan. Sponsors of the measure were completely taken by surprise as were the legislative leaders. And the willingness of all to postpone action was but a manifestation of their desire to put off till next session everything not demanding immediate attention such as appropriation bills.

In his letter to the Vice President, Mr. Roosevelt cited "the present hazard of undue advance in prices, with a resulting rise in the cost of living" which, he said, "makes it most untimely to legalize any competitive or marketing practice calculated to facilitate increases in the cost of numerous and important articles which American householders, and consumers generally, buy."

There was no mention of Administration plans for doing under Federal auspices what the Tydings-Miller Bill would sanction under control of the states. Neither was there any mention of the overall strategy being employed by the Administration in its court fight. Nor was mention of such things to be expected. But the two latter motives were very much in the minds of the President's legislative chieftains.

The President gave as his chief reason for asking the postponement an opinion of the Federal trade commission that "there is great probability that manufacturers and dealers may abuse the power to arbitrarily fix prices by unduly increasing prices, resulting in bitter resentment on the part of the consuming pub-

lic, especially in this period of rising prices."

Mr. Roosevelt added that "since we seem to be in a period of rising retail prices, this bill should not, in my judgement receive the consideration of the Congress until the whole matter can be more fully explored." In lieu of the measure he suggested that Congress might want to authorize the Federal Trade Commission to investigate the effect of resale price maintenance since 1929. He indicated that such an investigation might produce interesting data "under the novel and rapidly changing conditions now attending business in this country."

There were several interesting angles to the President's request for a delay. If there were any in Washington who could remember such a proposal having been advanced openly by a President in the past, such persons could not be found. More than once, Mr. Roosevelt has sent up his private instructions to leaders to sidetrack pending legislation. But his open letter on the Tydings-Miller indicated to many observors that he was rather sure of his ground in proposing it be shelved.

Rose Price to be Higher

(Special Correspondence)

A committee of the Syndicate for Defense of the Agricultural, Horticultural and Floral producers of Grasse, Alpes-Maritimes and Var, including the co-operative growers, peasant workers and free producers, met April 14 in Grasse with a committee representing the perfume raw materials industry. The meeting considered prices to be paid for rose de Mai flowers during the season which is just opening. The meeting was a very amicable one and after a careful exchange of views and a study of the entire situation, the price was fixed at 5.5 francs per kilo delivered at the factory. This compares with a price of 3.25 francs per kilo for the crop of 1936.

In view of this increase in the price of the flowers and of the fact that supplies of the concrete and absolute from last year's crop are very scanty, there seems little doubt that the prices of Grasse rose products must be quite sharply increased in the near future. An increase of 69 per cent in the price of the flowers can only have this result.



by
DONALD S.
COWLING

SCENTED SOLICITATION

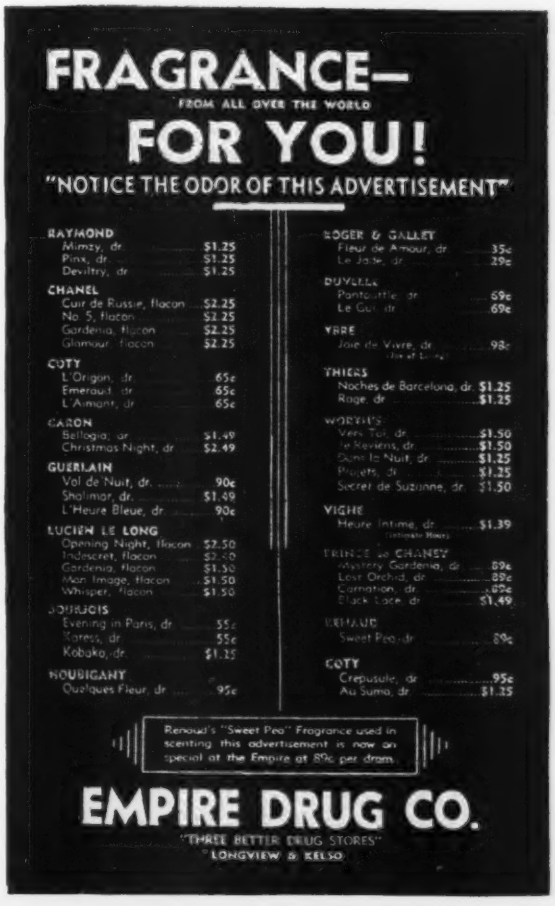
From a small town in the Northwest comes an idea for newspaper advertising of perfume that seems well worthy of emulation by the haughtiest metropolitan daily.

Good advertising, we read, should appeal to the senses. Copy writers writhe and strain for adjectives that will bring to the reader a sense of the dusky fragrance of the woods at twilight, the perfumed breath of a romantic garden, but it was the proprietor of the Empire Drug Co. of Longview, Washington, working with the advertising manager of the Longview Daily News, who went beyond adjectives and brought the scent of perfume directly to the olfactory nerves of the readers of his advertisement.

Deciding actually to perfume the advertisement itself, Mr. Molin and the advertising manager had a reverse plate made, to carry a greater quantity of ink than was possible with a straight black on white plate, and then added perfume to the ink fountain.

"Five drams of perfume we put in," said Mr. Molin, "and I added a two ounce bottle of toilet water for good measure. The fountain held ten pounds of ink, and the resulting solution was strong enough to perfume the entire edition. And it lasted plenty long enough for all the readers of that edition to get a good whiff.

A new field in perfume advertising opens up. How about running a reverse plate in rose or violet or lavender, and fortifying the ink with a good strong concentrate? The Longview Daily News is not proud of the plate work, as their time and facilities are limited, but we'd like to see a big metropolitan daily, with its complete equipment, work something out on these lines. It is safe to say that such an ad would get attention, regardless of location, or surrounding advertisements.



NEWS and EVENTS

Flavor Convention Plans Progressing

Plans for the annual convention of the Flavoring Extract Manufacturers Association are rapidly being brought to completion under the direction of the committees in charge of the affair. The meeting will be held at the Congress Hotel in Chicago beginning May 24 with business sessions on the morning of that day, all day the 25th and again the morning of the 26th.

The important subject of "costs" will be thoroughly discussed. It is one of the most pressing problems since prices of raw materials, bottles, cartons, and all other supplies have shown such sharp increases. Unusual entertainment features are promised with the annual golf tournament and the banquet as the most important of these features. Dr. A. F. Wussow of the Price Flavoring Extract Co., is chairman of the convention committee and the entertainment is being directed by Gerald F. Pauley.

Among the speakers on the convention program will be F. H. Massmann, president of the National Tea Co.; Harry L. Wells, business manager of Northwestern University; Dr. James M. Doran, technical director of Distilled Spirits Institute; James Mangan, advertising manager, Mills Novelty Co.; Paul Ressinger, package designer; Thomas E. Hollingshead, director, Technical Institute of Independent Biscuit Manufacturers; and H. B. Kosler, National Candy Co.

Technical and business reports will be made by W. A. Karl, McCormick & Co.; E. A. Johnson, Crescent Mfg. Co.; E. L. Brendlinger, the Dill Co.; and C. S. Purcell, Joseph Burnett Co.

Permanent Organization of Southern Ass'n Completed

A special meeting of the Southern Toilet Goods Association was held at Memphis, Tenn., April 17 and a permanent organization was formed and officers elected as follows: F. M. Allen of National Toilet Co., Paris, Tenn., Chairman; T. E. Williams of Cheatham Chemical Co., Atlanta, vice-chairman; Mitchum E. Warren of Golden Peacock, Inc., Paris, secretary; and C. A. Harrelson of Plough Chemical Co., Memphis, treasurer.

An executive committee consisting of the officers and J. G. Ayars, president Puritan Chemical Co., St. Louis; J. H. Miller, president Dorothy Perkins Co., St. Louis; N. Newman, Excellento Co., Atlanta; F. D. Jackson, F. N. Burt Co., Memphis, was empowered to formulate policy for the association and to set dates and places for future meetings.

A plan was devised for an immediate effort to secure reduction or elimination of the Federal Excise Tax and a committee, consisting of F. M. Allen and T. E. Williams, was appointed to start action in this direction.

Cincinnati Production Managers Meeting

The Cincinnati section of the Packaging Production Managers Association held a dinner meeting in the Netherland-Plaza, April 19. H. M. Bowman, vice president of the national organization was the honored guest.

He set forth the aims and purposes of the association. In the round table discussion that followed, many suggestions were offered him for the consideration of the national officers of this growing organization.



One of New York's oldest and best reputed florists featured this novel window display of Spring flowers and their corresponding interpretation in Coty perfumes.

Expand Sterling Products European Laboratories

Announcing plans for expansion of Sterling Products, Inc., affiliated laboratories in European countries, Dr. William E. Weiss, general manager of Sterling Products, has sailed for a two months' business trip which will also include attendance at the Coronation of King George. He will spend several weeks in France and Germany inspecting laboratories in each country and making plans for enlarging facilities to care for increasing business. In London he will complete plans for a new manufacturing laboratory which will be constructed immediately upon a site purchased some time ago.



The romance and glamour of the beauty industry will form the background of the first full length movie "Beauty Parlor", to be produced by Samuel Goldwyn. Merle Oberon, beautiful English actress, will play the role of an enterprising young woman whose industry and inventiveness win her prestige and success in the field of beauty culture. Photo courtesy United Artists

Fitch Purchases Bayonne Plant

The F. W. Fitch Co., Des Moines has purchased a plant at Bayonne, N. J. larger than the present plant of the company at Des Moines, and will start manufacture of its lines there in the near future. The new factory will manufacture products for the Eastern market. The plant was owned by the Lanman & Kemp, Barclay Co., manufacturers of soaps and toilet goods, and consists of more than 31,500 square feet of floor space.



The Official Coronation Program

Yardley Distributes Coronation Program

Yardley of London has been appointed the sole distributor in the toilet goods industry of the Official Coronation Program of His Majesty King George VI, and a limited number of copies will be distributed to each Yardley agency.

This program is a very interesting souvenir of this important event. It contains varied photographs of the royal family and gives a resume of King George's life. The official route of the coronation procession is shown, and the coronation ceremony is fully described. The form and order of Their Majesties' Coronation is also included, as well as a discussion of the coronation service by His Grace The Lord Archbishop of Canterbury. The programs are handsomely printed, and the cover has an embossed design of the English coat of arms.

Allied Products in New Headquarters

Allied Products, Inc., has leased the entire 47th Floor in 30 Rockefeller Plaza, New York, central building of the famous Radio City group. The company will take over 16,000 square feet of floor space which will be used as executive offices. According to the renting agents, the lease is a "$750,000 transaction".

Founded in 1886 as the California Perfume Co., with single room headquarters on Chambers St., rapid increase in its business has caused several successive moves, first to Park Place in 1909 and then to 114 Fifth Ave., in 1926. In 1894 the company's first plant was established at Suffern, N. Y. and its growth is evidence of the progress made since those early days. From two small floors in a single building it has increased to fill seven large units with an eighth soon to be completed.

In 1930, Allied Products, Inc., was organized as the controlling unit for the old California Perfume Co., and for Hinze Ambrosia Co., owned by the same interests. Officers of the company are D. H. McConnell, Jr., son of the founder, president; W. Van Alan Clark and A. D. Henderson, vice-presidents and W. J. Alley, secretary and treasurer. With J. A. Ewald, they form the board of directors.

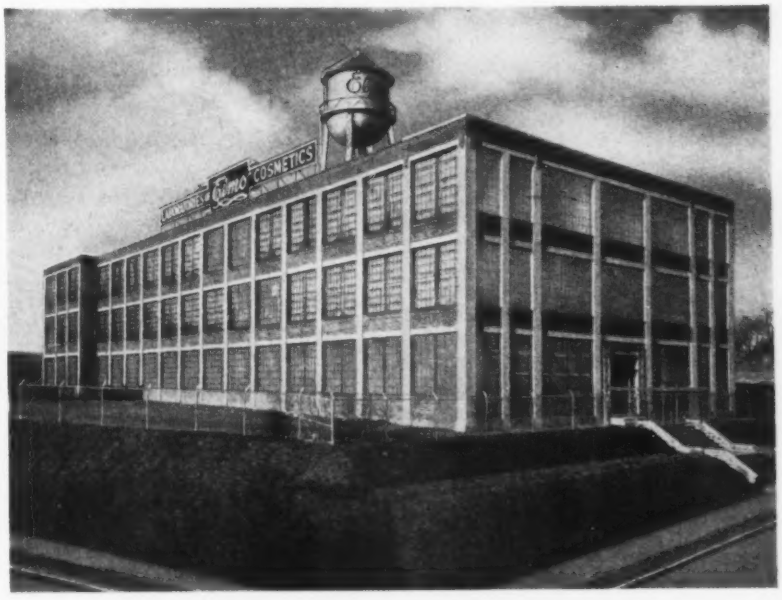
Rook Manufacturing in New Quarters

The Rook Manufacturing Co., formerly at 312 North Seventeenth St., Birmingham, Ala., has moved to 221 Fourth Ave., North. J. W. Rook is manager.

Elmo In New Home

Elmo Sales Corp. is now established in its new building at Tulip and Rhawn Sts., Philadelphia, which houses the main offices and laboratories. The Elmo property covers an area of seventy thousand square feet—a modern fire-proof building, built of stone and concrete, consisting of three floors, together with out-buildings, which include boiler room, machine shop and large garage facilities. The equipment is of the latest model, which insures a larger and more efficient production, in spacious daylight surroundings, resulting in ideal working conditions for the employees.

The manufacturing and packing are done by automatic machinery, so that human hands do very little of the work, which assures a perfectly sanitary product. The warehouse covers an area of about twenty-five thousand square feet, and shipping facilities are ideal, the warehouse being adjacent to the Pennsylvania Railroad.



New Philadelphia Plant of Elmo, Inc.



Cyclax of London Inc. recently opened this beautifully appointed salon at 7 E. 53rd St., New York, where its famous treatments are now available to American women. Cyclax has been established in London for over forty years, and is really one of the pioneers of the cosmetic industry. During the last five English reigns, this company has been catering to court and society ladies, and is well known for its exclusive clientele.

Chicago Perfumers Hold Spring Party

The annual Spring Party of the Chicago Perfumery, Soap & Extract Association was held early in April at the Knickerbocker Hotel. The grand prize of $100 was won by J. E. Hanley, who ran a paltry $5,000 in stage money up to $218,000 at the various games of chance which featured the evening. Dr. S. J. Harvey was a poor second and Al Burgh took third prize. A buffet supper was served and dancing followed. More than 300 members and guests attended the party which was one of the liveliest and best in years.

Machinery Makers Establish "Clinic"

A production and engineering clinic, to meet at frequent intervals, was established by the Packaging Machinery Manufacturers Institute at their semi-annual meeting. This clinic, under the chairmanship of Wallace D. Kimball, first vice-president, Standard-Knapp Corp., attracted a representative group of production and engineering men from industry companies, who unanimously decided that the technicians form a group within the Institute, to consider problems of standardization and common interest and for the exchange of technical knowledge. To provide means for the continual exchange of information on engineering and production problems, they also voted to ask the Institute to sponsor and issue a monthly bulletin as a clearing house for industry information.

Acme Soap Mfg. Co. Moving to Albany

Acme Soap Manufacturing Co., of Brooklyn, has taken manufacturing space on Church St., Albany, N. Y., according to announcement by the Albany Chamber of Commerce. The company produces a diversified line of soaps and allied products and employs about 200 salesmen.

British Organize Cosmetic Association

The Cosmetic Association was organized by a representative group of British perfumers and manufacturers of toilet preparations at a special meeting held in London recently. Owing to the proposed excise tax on cosmetics and other pressing matters directly affecting the British industry, the proposal that such a group be organized met with immediate approval and a committee was formed to perfect a permanent organization and report back to a later session. Initiative in the organization was taken by our contemporary "*Soap, Perfumery & Cosmetics*," important British trade magazine.

The committee consists of representatives from the following companies: J. & E. Atkinson, Ltd., Bourjois, Ltd., Coty (England) Ltd., County Perfumery Co., Cyclax, Ltd., D. & W. Gibbs, Ltd., R. F. White & Co., Ltd., F. W. Hampshire & Co., Ltd., and Potter & Moore, Ltd.

Paper Box Association to Meet at Cincinnati

U. S. Senator Burton K. Wheeler of Montana and Martin Ullman, New York, authority on industrial design and merchandising, are to be the principal speakers at the 19th annual convention-exposition of the National Paper Box Manufacturers Association, Cincinnati, May 23-26. Harold S. Fuller, Boston, president of the association—which represents a $100,000,000 per annum industry — anticipates the largest gathering since the code days.

A set of fair trade practices has been prepared for adoption by the box manufacturers at this convention; likewise new by-laws providing for broader association activities under present changing business conditions.

An exposition of supplies, equipment and machinery used in the manufacture of setup (rigid) paper boxes will be held in conjunction with the convention. New types of materials and machinery will be shown to the industry for the first time.

M. H. Esser Buys Hess Perfume Co.

M. H. Esser has purchased the old Hess Perfume Co., of Rochester, N. Y., and will continue its operation under the name, The Hess Co. Mr. Esser advises that the company under his direction will continue the manufacture of cosmetics and toilet preparations as well as theatrical make-ups, which has been the principal business of the Hess Perfume Co., since its organization in 1882.

N. Y. School of Display Gives Costume Party

The New York School of Display, which has its headquarters in Rockefeller Centre, gave a costume party in the Sunken Plaza on Saturday night, April 3. The French Restaurant was the scene of dancing and gay revelry, and the Skating Rink had its quota of party members, too.

Most of the participants went as displays, as might have been expected, and the shops in Rockefeller Centre were represented as well as some of the better known Avenue shops.

Miss Edna Colladay Pierce of *The Perfumer* staff appeared as the "Spirit of Perfume," in a gown and wrap designed by Saks Fifth Avenue. The frock was daffodil yellow chiffon, with shoulder drapes in two shades of green; the wrap of white faille silk, with lapels and lining of bright green. Miss Pierce wore a necklace of Faitoute floral perfumes, and two wrist ribbons with Faitoute bottles attached. Her earrings were long, green pendant vials of Faitoute "Symphony" perfume. Over her arm she carried a large leghorn hat suspended by wide green ribbon, the flexible crown of which was filled to overflowing with samples of perfume, given as gifts to the several hundred guests, thus made perfume conscious in a big way.



Miss Pierce as "The Spirit of Perfume"

The manufacturers whose perfumes were thus distributed were Mary Chess, Guerlain, Myrurgia, Prince Matchabelli, Qui Sait, Parfums Weil, Revillion Frères, Lentheric, and Bourjois.

Polly Pettit, head of the New York School of Display, who was formerly display manager for Black Starr Frost & Gorham, went as "Silver Fox," in a costume of white chiffon, trimmed with thousands of dollars worth of that fur, supplied by Gunther, whose windows Mrs. Pettit plans and executes. The lovely fox pelts and tails contrasted effectively with the lady's white wig and charming manner.

First prize went to Miss Davina Harvey, whose costume in red and fuschia, with a head-dress of a hatbox displaying its wares spilling from the top, was designed by Bergdoff Goodman. Miss Pierce and Mrs. Pettit both received Honorable Mention.

Chanel Charges F.T.C. With Inaccuracy

Chanel, Inc., has replied sharply to a release by the Federal Trade Commission which recited the complaint of the Commission against the company. The release charged that the perfumes sold by Chanel were not of French origin and implicated that Mme. Chanel was not connected with the company. Both are sharply denied by the company which states that "every ingredient of consequence in our Chanel perfume is of French origin" and that Mme. Chanel "has a substantial financial interest, as well as a personal one" in the enterprise both here and abroad. The company further states that it will proceed vigorously to present its own position and protect American industry against "loose and unsubstantial allegations and statements" by the Commission.

An Acknowledgment

In our March issue a page was devoted to the sandalwood development of the Mysore Government in India, whose agents here are W. J. Bush & Co., Inc., New York. The pictures used on that page were by courtesy of *Perfumery & Essential Oil Record* of London.

Seely Celebrating 75th Anniversary

Seely Manufacturing Co., Detroit, pioneer manufacturer of perfumes and cosmetics and flavoring extracts, is this year celebrating its seventy-fifth business year. It was established in 1862 by J. M. Seeley, who five years later sold the business to George H. Smith. The business has been conducted by a member of the Smith family ever since that time. Mrs. Mina Edwards Smith, widow of the last member of the original Smith family, is now president of the company. C. R. Rollings is secretary-treasurer. He states the company has for the past twenty years devoted its activities almost entirely to the manufacture of extracts.

Revlon Gives Cocktail Party

On Friday afternoon, April 23, Revlon Nail Enamel Corp. gave a cocktail party to celebrate its new and modernistic showroom and offices at 125 West 45th St. Successful and increasing business expansion made necessary the enlarged headquarters, with laboratories on another floor in the same building.

Miss Pauline Foster acted as admirable and capable hostess to the beauty editors and publication representatives who attended. Gardenia and carnation corsages were presented to the ladies, and a generous supply of the firm's newest shades of nail polish were available to all. Messrs. Martin, George and Charles Revson, owners and managers of the business were genial and active hosts, and everyone was made unmistakably welcome and happy.

Three Board Party for McCormick Employees

McCormick & Co.'s senior board of directors, junior and factory executive boards, entertained approximately 1,000 employees and their friends, at the McCormick "Three Board Party", April 16, in the company's auditorium.

Several dignified board members teamed up with factory and office employees to present an amateur show which almost stopped the party.

After prizes had been awarded, a

(Continued on page 73)

SUPPLIERS' HELPS FOR MANUFACTURERS

Copies of any of the material mentioned in this section may be had from The American Perfumer unless otherwise stated. Simply send a postal card to Suppliers' Helps, The American Perfumer, 9 East 38th Street, New York City.

☐ Bakelite Corp., New York. *"Bakelite Review."*
The current issue contains a remarkable showing of articles made from molded plastic.

☐ Laboratory Equipment Co., New York. *"Clark Clarity Tester."*
A circular devoted to an electrical device for testing the relative clarity of liquids. Works by both reflected and transmitted light and is claimed to give remarkably accurate results.

☐ Precision Scientific Co., Chicago. *"Condensed Catalog."*
An eight page leaflet listing and illustrating laboratory and other equipment manufactured by the company. A 32 page complete catalog is also available.

☐ Association of American Soap and Glycerine Producers. *"Cleanliness Training."*
This interesting bulletin, a regular activity of the association, contains in its April issue an abstract of an article by Dr. Herman Goodman on the care of the oily skin and much other interesting material. The association is also issuing "Cleanliness Clips" consisting of short filler paragraphs for the press and "Cleanliness Facts" designed for spot radio use.

☐ Merck & Co., Rahway, N. J. *"Merck Industrial Chemicals."*
This is the company's regular price list containing prices and information on a wide variety of industrial chemicals many of which are suitable for use in the toilet preparations, soap and allied industries.

☐ American Pharmaceutical Manufacturers Association. *Proceedings, 1936.*
The association has published in a handsome cloth bound volume the proceedings of its semi-annual conventions, the Winter session at Chicago, December 9 and 10, 1935 and the Summer convention at Hot Springs, June 8 to 11, 1936. Pictures of officers and members of the board and committee chairmen are included. This is available for distribution to members only.

☐ Dodge & Olcott Co., New York. *Price List.*
The company's April wholesale price list appears with an attractive new cover. It contains prices and information on essential oils, aromatic chemicals, and specialties sold under the D & O labels as well as lists of the products of Fabriques de Laire and J. Mero & Boyveau, foreign suppliers through Dodge & Olcott Co.

☐ Armstrong Cork Products Co., Lancaster, Pa. *"Modern Closures."*
This issue contains an excellent article by Gustav Jensen, prominent designer, describing the "Adrienne" packages of United Drug Co., which won the recent Wolf Award.

☐ Eastern Engineering Co., New Haven. *"An Introduction to Eastern Portable Mixers."*
This leaflet describes and illustrates the company's line of portable mixers of which there are several types and a wide range of sizes for various special processes in the toilet preparations field.

☐ Richards Chemical Works, Inc., Jersey City. *Price List for the Beauty Trade.*
This booklet lists numerous products, including shampoo bases, creams, perfumes and perfume bases and other items manufactured by the company for the beauty trade.

☐ Antoine Chiris Co., New York. *Wholesale Price List 1937.*
A comprehensive list of natural perfume products, essential oils and other perfume materials offered by this company and its principals, Etablissements Antoine Chiris and Pierre Dhumez & Co.

ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

The theory and aids in manufacture of permanent waving preparations is a series of articles by Dr. Adolf Schnitzler, in *Seifensieder-Ztg.*, **63**, *p. 338, 1936.* The theory of Nessler is described. Methods of formulating these preparations are given.

⚜

H. Stanley Redgrove writes about Karo-Karounde, an extract of *Leptactina senegambica* Hook, a member of the Rubiacea family. The plant originally believed to be a species of jasmin, was suggested as a substitute for this absolute. Actually the odor of Karo-Karounde while floral, is slightly balcamic and fruity, suggesting usefulness for novel effects. The decolorized product has an odor quite different from the untreated product, being reminiscent of sweet violets. (*Mfg. Perfumer*, **1**, 27, 1936.)

⚜

Emulsifying and wetting agents, involving three of the best known British types are described in detail in *Pharm. J.*, **137**, 295, 1936. Properties of the various products are given. Suggestions for use, and some formulas are included.

⚜

Frank Atkins reviews the physical and chemical properties of cetyl alcohol in the *Mfg. Perfumer*, **1**, 7, 1936. The author discusses the hydrophillic properties of this material, and gives formulaes for cold cream, toilet cream 3 types, toilet milk and lipstick.

⚜

Hans Schwarz reviews the usefulness of wool fat and cacao butter, in the *Seifensieder-Ztg.*, **63**, *260, 1936.* Cream bases of the oxycholesterin type are mentioned. Cacao butter is briefly discussed. Several formulas for creams are included.



SMART

MODERN

DURABLE

PRECISE

UNIFORM

COLORFUL

TURNER TUBES

TURNER WHITE METAL CO. Inc., New Brunswick, N. J.

Manufacturers of Collapsible Tubes Since 1898

• WHITE OILS, U. S. P.
HEAVY—LIGHT

We manufacture and offer the highest grades of U. S. P. White Oils obtainable. They are absolutely odorless, tasteless and colorless.

Our list of these oils covers a wide range of viscosities and a wide range of gravities.

Any Viscosity
From 80 to 345 Saybolt @ 100° F.
Any Gravity.....From .845 to .900

PRIMOL
WYROL • MARCOL

Brand names which are a guarantee of finest quality.

These oils have for years set the standard for the best in White Oils. PRIMOL for Pharmaceutical purposes and WYROL and MARCOL for COSMETIC and TOILET Preparations are used throughout the world by the manufacturers of the finest preparations.

• WHITE OILS, INDUSTRIAL

In the general manufacture of cosmetic and toilet preparations these White Oils find widespread use. Outstanding values are offered in the popular brands:

BAYOL

Saybolt viscosity @ 100° F. 80/90
Specific gravity ..... .845/.855

MARCOL GX

Saybolt viscosity 65/75
Specific gravity ..... .835/.845

BAYOL F

Saybolt viscosity 50/60
Specific gravity ..... .825/.835

• PETROLATUMS U. S. P.

	Melting Point SAYBOLT
Snow White Parmo No. 1	125/130° F.
Snow White Parmo No. 2	110/120
Snow White Parmo No. 2F	105/110
Lily White Parmo	110/120
Cream White Parmo	110/120
Yellow Parmo No. 4F.....	105/110
Ex. Light Amber Parmo	112/122
Amber Parmo	112/122

All products are guaranteed as to quality and uniformity. Specific information and experimental samples furnished on inquiry. Our technical staff will be pleased to assist you in your problems.

Only the best from

STANCO

PHARMACEUTICAL AND COSMETIC

WHITE OILS

and

PETROLATUMS

(PARMO is our brand name for Petrolatum)

•

"It pays to buy the best" is a well worn phrase, but it bears repetition. Particularly in the purchase of raw materials is it vital that the best possible products be obtained. When you order STANCO White Oils and Petrolatums, you can feel assured that you are getting the finest that human skill and equipment can produce.

STANCO DISTRIBUTORS Inc.

2 PARK AVENUE, NEW YORK, N. Y.

Plant: Bayway, N. J.

Warehouses: Detroit, Mich. Chicago, Ill. St. Paul, Minn. St. Louis, Mo.

Styled

TO GIVE YOUR PRODUCT EVERY ADVANTAGE

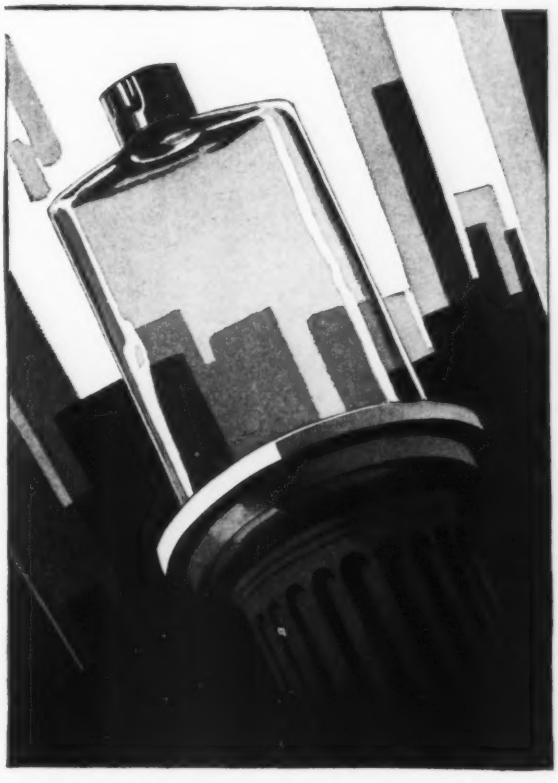
TODAY—with business getting better, competition keener—good products deserve to be packed in good bottles. The Maryland Glass Company is large enough to offer the most modern manufacturing facilities, yet small enough to give personal, friendly service—the kind you like.

• • •

If you will tell us the nature of your product and the sizes in which it is packed, we will be glad to send samples. Maryland Glass Corporation, Baltimore, Maryland. New York Representative: 270 Broadway, New York City. Pacific Coast Representative: Owens-Illinois Pacific Coast Company, San Francisco, California.

• • •

At the right—One of the many graceful stock designs in which Maryland Crystal Clear Bottles may be had. Available in ¼, ½, 1, 2, 3, 4 and 6 ounce sizes. Popular style caps in blue or black. ***Many other Attractive Bottle and Jar Designs*** *suitable for nail polishes, polish removers, toilet waters, lotions and similar products. Also, sprinkler top bottles for shampoos, hair tonics, etc.*



CRYSTAL CLEAR BOTTLES



Maryland Flint

For the Year 1937

EXPECT THAT CREATIVE ABILITY

As in the Years Before



A MODERN NOTE, a new and alluring odor, something distinctive for that new cream, lotion, powder or other cosmetic! Perfumers and cosmetic manufacturers find time after time that the creative ability of Roure-Bertrand Fils and Justin Dupont, their artistic conception of a beautiful popular odor, has contributed materially to the success of their cosmetic or perfume.

We have, in this country, a large perfume laboratory working in coordination with our internationally-known laboratories abroad.

A wide range of popular, beautiful odors for all perfumed products is available in various price groups.

Individual creations have all the facilities of our laboratory here and our world-famous laboratories abroad.

ROURE-BERTRAND FILS and JUSTIN DUPONT

Represented by:

GEORGE SILVER IMPORT CO.

351 FOURTH AVENUE - NEW YORK CITY

CHICAGO
722 West Austin Ave.

LOS ANGELES
819 Santee St., Room 622

NEWS and EVENTS

(*Continued from page 67*)

large section of the guests adjourned to the seventh floor to enjoy a movie in the executive board room. Jack Lederer and his orchestra furnished dance music for the rest of the gathering in the main employees' auditorium. Special entertainment had been arranged for the children under the direction of Public Athletic League instructors so the evening was a successful holiday for both young and old.

At a recent meeting of the board of directors of McCormick & Co., Inc., Brooke E. Furr was elected to the senior board. Though he is the youngest member of the senior board, Mr. Furr has a thorough knowledge of the company's policies, having worked in practically all of the various departments.

Pharmacists Hear Talks on Allergy and Perfumes

The New York Branch of the American Pharmaceutical Association heard interesting discussions of two important subjects at its regular meeting on May 10. Dr. Herman Goodman, author of "Cosmetic Dermatology" spoke on allergic reactions and their influence on the cosmetic field. A. T. Frascati of Firmenich & Co., discussed perfume materials and the formulation of perfumes. Dr. Curt P. Wimmer of the College of Pharmacy, Columbia University, led a general discussion of the papers.

David J. Mason, chairman of the program committee has announced that several future programs will consider professional and scientific matters rather than subjects of only commercial interest.

Givaudan Appoints South African Agent

Cosmedin, Johannesburg, South Africa, has been appointed representatives in that territory for the firm of L. Givaudan & Cie., Geneva. The new agent has been connected with the toilet preparations industry for some time and will materially strengthen the Givaudan organization in South Africa.

Arrow Appoints Geo. Boergerhoff

George Boergerhoff has been appointed western representative for the Arrow Manufacturing Co., Inc., manufacturers of fancy handmade boxes, and counter merchandise displays. His address will be Heyworth Building, 29 E. Madison St., Chicago — telephone, Dearborn 2878. Mr. Boergerhoff is well known in the western territory and his many friends throughout the industry will be very happy to welcome him back into the box business.

Innis Speiden & Co. Executives Sailing

H. G. Mackelcan, vice president in charge of sales and G. S. Hamilton, vice-president and comptroller of Innis Speiden & Co., New York, plan to leave these shores on the *Europa* May 16 for a European trip to take in Germany, Czecho-Slovakia, Austria, France and the British Isles to be gone about six weeks. Innis, Speiden & Co. have always been large importers of chemicals, gums and allied products from the continent of Europe and maintain their own offices in Hamburg. The representatives will visit the Hamburg offices and numerous principals for whom they act as sales agents in the United States.

Solo Laboratories Tenth Anniversary

Solo Laboratories, Inc., Chicago, manufacturers of private label cosmetics, is celebrating its tenth anniversary in business. The company was founded in 1927 by Louis A. Solo, who is still the active head of the business. Last year it was necessary to double production facilities. Mr. Solo, who has had more than twenty years of experience in the cosmetic field, first became interested in the manufacture of cosmetics at an early age by watching his father, a Spanish doctor, prepare soaps and creams for the family in Barcelona, Spain. Mr. Solo is a firm believer in research and is personally in charge of all such activity that is carried on in the laboratory.



Jaques Manoha, executive treasurer of the House of Houbigant, recently arrived in New York, bringing with him the rare and authentic cocked hat once worn by Napoleon. This hat, which is one of only eight still in existence, was recently acquired by the noted Houbigant collection after a spirited session of bidding at a public auction in Paris. It was brought to America at the insistence of several French groups who will sponsor a public exhibition of it in New York.

APLI Moves to Radio City

American Perfumers Laboratories, Inc., is moving about May 15 to the 47th floor of 30 Rockefeller Plaza, dominant building in the Radio City group. The company was organized in 1924 for the manufacture of private brand cosmetics by A. E. Mullen who still directs it as vice-president and general manager. Phenomenal progress has been made by the company during the last year as is evidenced by the fact that sales thus far in 1937 are 100 per cent greater than in the same period last year.

British Cosmetic Tax Defeated

The proposal for a tax on cosmetic sales in Britain has been defeated by the Budget statement of the British Chancellor. The proposal had gained considerable headway but activity of the industry through the newly formed Cosmetic Association and public feeling in the matter prevented its being included in the present budget.

Schliengers Visit American Market

Hubert Schlienger and André Schlienger, sons of Emile Schlienger of Bertrand Frères, Ltd., Grasse, France sailed on the *Paris* May 4 after spending six weeks in the United States calling on the trade in the East and Middle West with Frederick Theile, president of P. R. Dreyer, Inc., the American representatives for the house of Bertrand Frères.



André Schlienger, F. C. Theile and Hubert Schlienger

It was Hubert Schlienger's fifth trip to the United States and André Schlienger's first. André Schlienger is in charge of manufacturing in the main plant of the company and also in the plant located in the flower fields. Hubert Schlienger is in charge of sales for the company in England and France.

Hubert Schlienger was optimistic about the future of the business in the United States. He pointed out that wages are generally up in the flower fields and this is bound to affect the price of floral products.

Mannheimer in New Quarters

J. Mannheimer, importer of essential oils, vanilla beans and allied products, has moved from 10 Greene St., New York, where he has been located for some years to larger and more convenient quarters at 214 East 23rd St.

Schimmel President Visiting America

H. T. Fritzsche, president of Schimmel & Co., A. G., of Miltitz bei Leipzig, arrived on the *Bremen* May 3, for an extended visit in this country. As usual he is making his headquarters with Schimmel & Co., Inc., New York, of which he is also president.



Mr. Fritzsche

He reports very good business in the different parts of the world where his company is active and also expressed himself as extremely gratified with the rapid progress of the American company which during the last two years has established stocks and sales offices in the important centers of the United States and Canada.

Mr. Fritzsche's remarks on satisfactory business are more than borne out by Schimmel & Co.'s annual financial report which has just reached us and which reflects an extremely sound position. After transferring liberal amounts to reserve and depreciation the firm has again paid a dividend of 11% on capital stock. It is of interest to note that the most modern mechanical equipment of the factory is completely written off.

In pursuance of its social program, a second workers' club house with extensive gardens and recreation grounds and also quarters for fourteen families of men on the retired workers list, were erected and dedicated in the last year.

Dr. Guenther Sails for Annual Trip

Dr. Ernest Guenther, chief research chemist for Fritzsche Brothers, Inc., New York, sailed May 8 for his annual visit in Europe and other essential oil producing regions. Dr. Guenther this year is planning a visit to Africa and an investigation of the essential oils being produced in that continent. The results of this work will appear in pages of *The American Perfumer*.



Dr. Guenther

Dr. Guenther only recently returned by airplane from the Pacific Coast with B. F. Zimmer, vice-president in charge of Western sales. He gave several illustrated lectures on essential oil production on the Coast and in the Middle West among them being talks at the new lecture hall of the Hiram Walker plant at Peoria, Ill., and others at the University of Illinois at Urbana, the University of Utah at Salk Lake City, the University of Washington at Seattle and the University of Southern California.

The first part of his visit abroad will be taken up with the production of flower oils at the Fritzsche plant in Seillans, France. This plant is being materially enlarged to accommodate the company's growing business in these products.

Transmit Colors by Telegraph

Through a recently developed process colors are now being transmitted by wire in the form of "colorgrams". The work is done through a recording spectrophotometer which analyzes and compares color and variations in color much more accurately than the human eye. The work has been done under the direction of the research colorists of the International Printing Ink Corp., but is adaptable to cosmetics, such as powders, rouges and lipsticks. Accurate color matches can be transmitted through a system of line graphs after the spectrophotometer has developed the graphs directly from the color itself.

Swiss Company Opens American Factory

Ferdinand Mau Mary has opened offices and manufacturing laboratories at 220 West 19th St., New York City, to manufacture a complete line of Swiss pharmaceutical specialties. The company will be called Mau Mary Laboratories, and the line will include baum analgesic, pine cold cream, and shampoo; all carry the "Mau Mary" name.

A feature of the campaign will be the fact that Mau Mary "Swiss Balm Analgesic" tube carries the prize winning "No-Kap" closure. Packages were designed by E. T. Turner of the staff of H. R. M. Gordon Associates. Mr. Mau Mary was attached to the International Red Cross at Geneva, Switzerland, during the entire period of the great war and was decorated for his services, which were given to the Red Cross Association without charge.

Loeb Equipment in New Quarters

Loeb Equipment Supply Co., Chicago, has moved its offices and warehouses to larger quarters at 914 North Marshfield Ave.

Burgund Appointed New York Manager

Albert C. Burgund has been appointed manager of the New York office of Carr-Lowrey Glass Co., Baltimore, Md. Mr. Burgund assumes his new duties after an association of nearly twenty-five years with the company. He is exceptionally well known in the toilet preparations and perfume industries in which he has worked for many years.



Mr. Burgund

Active in association work, Mr. Burgund has for some years been a member of the entertainment committee arranging the industry's annual conventions under both the present T.G.A. and its predecessor the A.M.T.A. His many friends in the industry will join us in congratulating him on his well merited promotion.



We never suspected it of "Doc" Isermann, genial head of Van Dyk & Co., but when he takes a California business trip, he takes one. These pictures show just what the "Doc" has been doing in California and to our somewhat weary brain it looks like a perfectly swell way to take a business trip. Competitors please note what the "Doc" is reading (upper right).

Cellini Products Organized

Cellini Products, Inc., has been organized by Davis W. Dunberg and Joseph Leshin with offices at 339 Fifth Avenue, New York, N. Y., to manufacture vanity cases, lipstick holders and other metal specialties for the trade. Mr. Dunberg has had over thirty years' experience in this work and Mr. Leshin has for the last twenty years been associated with a leading metal goods company.

Bopf-Whittam Starts Erection of New Plant

Construction work has started on a new plant for Bopf & Whittam Corp., producers of lanolin, on Elizabeth Ave., Linden, N. J. according to announcement of Arthur P. Bopf, president.

The new structure which will occupy about 12,000 square feet is being built of brick and steel with limestone facing. The plant will be completely modern and will include a newly equipped laboratory, storage facilities, and executive office. A railroad spur will facilitate the handling of shipments and incoming raw materials.

According to Mr. Bopf, the new building is expected to be ready for occupancy in May, at which time the company will move from its present plant in Westfield, N. J.

Cortizas Appoints Laist on Coast

M. Cortizas Co., Philadelphia, importers of vanilla beans, has appointed H. R. Laist Co., of San Francisco as its representative in Pacific Coast territory. Mr. Laist is well known on the Coast where he has handled essential oils and vanilla beans for many years. He also represents Ungerer & Co., in Coast territory.

Leon Chiris Visiting Company Branch Here

Leon A. Chiris, administrateur-délégué of Etablissements Antoine Chiris, Paris and Grasse, is spending about a month in the United States, visiting the trade and conferring with Louis Rapin,



Mr. Chiris



Mr. Gondran

president and Jean Gondran, recently appointed general manager of Antoine Chiris Co., New York, American branch of the French house. Mr. Chiris is chairman of the board of the American company. Mr. Gondran, a graduate chemist of the University of Lyons, has been manager of the Grasse factory, where the Chiris essential oils and natural flower products are produced.

Senator Charabot Sails for Home

In the March issue of this magazine we announced the arrival on the *Ile de France* of Senator Eugene Charabot to visit his many American friends and to spend five weeks with his American representative, F. H. Ungerer, president of Ungerer & Co., New York. Senator Charabot left New York on the *Normandie*, April 14, and on leaving gave us his impressions of conditions here.

"America," he said, "has a power for creation, production and accomplishment so great that no economic disturbance can seriously impede its steady rise toward progress and prosperity."

The house of Charabot & Co., has been reorganized under conditions which have still further increased its strength and assured it an exceptionally strong financial basis. The connection of Col. Klaguine with the company brings to the house a further remarkable spirit of initiative and activity.

Senator Charabot was accompanied by Mme. Charabot, a native of Providence, R. I., and by Maurice Trelet, whom he has selected as a collaborator and understudy in both the commercial and the technical sides of the business.

Gill Sails on Vacation Trip

Hugh Gill, sales manager of W. J. Bush & Co., Inc., New York, N. Y. accompanied by Mrs. Gill sailed on the *Samaria* April 16 for a well earned vacation trip to England. Mr. and Mrs. Gill will visit relatives in England and during the second week in May will witness the coronation festivities in London. They expect to return to the United States late in June.

American Seitz Filter Opens Showrooms

The American Seitz Filter Corp., has opened new offices and showrooms in the Grand Central Palace Building, New York City. The new offices occupy about 2,000 square feet of floor space with executive and sales offices entirely separate from the showroom space. Expanding business forced the company to seek larger quarters than those formerly occupied at 31 Union Square West.

Charles G. Ross

Charles G. Ross, president and treasurer of Charles Ross & Son Co., Brooklyn, N. Y., manufacturer of mixing, kneading and grinding machinery, died April 14, at Miami Beach, Florida. Mr. Ross was born in Brooklyn, June 20, 1860, the son of Charles Ross, founder of the company and throughout his long life was actively associated with the business until about five years ago when he retired. Three sons, Mortimer G. Ross, Charles L. Ross and Lester K. Ross survive, all of them active in the business of Charles Ross & Son Co.

Lawrence J. Maxwell

Lawrence J. Maxwell, prominent cosmetic chemist of New York, died April 30 at the age of 77. He was a native of Canada and came to New York about thirty years ago when he organized the Chelsea Laboratories for the Siegel Cooper Co. Later he joined Gimbel Bros. where he organized the laboratories and drug departments. About 1917 he founded the Tanty Co. with Madame Jaquet, and with her originated the Jaquet line of toilet preparations, which has since been taken over by another organization. A nephew, Maxwell Smith, survives.

Charles Emmet Trees

Charles Emmet Trees, founder and president of the C. E. Trees Co., manufacturers of flavors and extracts, died April 12 in his home, in Indianapolis at the age of 49.

Mr. Trees was born in Mayview, Ill., spent his boyhood in Frankfort and attended the University of Illinois and Purdue University, where he graduated in pharmacy in 1910.

Frank A. Blair

Frank A. Blair, vice-president of the Centaur Co., and for 23 years head of The Proprietary Association died in Doctor's Hospital, New York, May 5. Mr. Blair, one of the foremost figures in the packaged medicine industry was born in Franklin Center, Que., 67 years ago. He began his business career in Chicago as a salesman for Foley & Co., for whom he travelled through the South and West. Thirteen years ago, he was elected vice-president and general manager of the Centaur Co., and moved to New York.



The Late F. A. Blair

Always extremely active in association and co-operative activities, Mr. Blair was one of the prime movers in the organization of the Advisory Committee on Advertising of the Proprietary Association, which has done so much to improve the standards of medicine advertising in the last three years. He was a member of the Advertising Club, the Drug & Chemical Club, the Chicago Drug & Chemical Association and a director of the Drug, Chemical & Allied Trades Section of the New York Board of Trade.

Funeral services were held at St. Stephens Church May 7 and interment was at Hancock, Md. Surviving are his widow and one son, F. King Blair of Chicago.

CANADIAN NEWS and NOTES



"American Night" at Perfumers' Convention

The first night of the annual convention of the Association of Canadian Perfumers and Manufacturers of Toilet Articles is to be "American Night," according to plans just announced by the association. L. R. Root of Scovill Manufacturing Co., has been named chairman of a committee and master of ceremonies for this event and has already lined up a program of talent from the States which bids fair to be the greatest feature of this great meeting.

"Dick" Richardson of Richardson Agencies, Ltd., Toronto, has been named general chairman of the convention, which, by unanimous vote of the membership, will again be held at Lucerne beginning Monday, June 7. Two full days' business sessions, two fine evening parties and the annual golf tournament have been planned, and we are told some new, special features are "in the works," which will not be announced until they happen. It is expected that there will be a full attendance of Canadian members and a larger than usual delegation from the United States.

Colgate Raises Wages in Canada

Indicative of its concern over the welfare of its employees, the Colgate-Palmolive-Peet Co., Ltd., of Toronto, has announced a wage increase of 5 per cent, a 5-day week system with working hours reduced from 48 to 45 hours, and one week's vacation with pay for all factory employees. And indicative of the good relationship between employer and employees was the immediate response from the Employees' Council in the form of a letter to C. R. Vint, general manager.

Lyman Agencies' New Accounts

Lyman Agencies, Ltd., Montreal, have announced their appointment as sole Canadian distributors for Bathe's original "Devon Violets" perfume, made in Torquay, Eng. and Fox's Glacier Mints, Ltd. Formerly agents for the latter product, Lyman Agencies, Ltd., gave up distribution of this line several years ago when high duty and excessive sales tax interfered with sales. Reduced prices and lower tariffs have now made it possible for the company again to handle this line in Canada.

Ontario Druggists Plan Convention

The eyes of the Ontario drug trade are already being turned toward Kingston, where the annual convention of the Ontario Retail Druggists' Association will be held June 21 to 24. A conference of the general convention committee was held here recently, when Jim Caldwell, representing the Travelling Men's Auxiliary, conferred with the committee about the part the salesmen will take in this year's gathering. The registration will again be in the hands of the T. M. A. with Mr. Caldwell acting as chairman of the Registration Committee.

Windsor Druggists Elect Officers

Officers of the Windsor Retail Druggists' Association were elected at a recent dinner meeting at the Prince Edward Hotel. A. E. Pullen was re-elected president, with Lyle Lanspeary vice-president. Other officers are H. M. Derbyshire, secretary; George Thompson, treasurer. The Association's past president is O. N. Patterson. The executive committee includes L. C. Gubb, F. Westover, Geo. Arnold, Rick Pearson, Ernie Coutts and A. P. Haynes.

Tamblyn Stores Report Increase

The annual meeting of the shareholders of G. Tamblyn Ltd., Toronto, operators of a chain of 62 drug stores in Ontario, was held recently. W. E. Corlett, president, reviewed the business of the first two months of the year, stating that a satisfactory increase had been made and that prospects for the balance of the year looked exceedingly good. Two new directors, H. W. Murray and W. A. Arbuckle, were added to the board, bringing the strength of that group up to nine.

Montreal Company's Personnel Changes

Ayerst, McKenna and Harrison, Ltd., Montreal, have recently announced changes in the personnel of the Toronto and Vancouver territories. E. C. Gregory, who has represented the company in Toronto for several years, left last month for the West coast to take up his duties in Vancouver. He succeeds Fred C. Cunliffe who, it is announced, will go to Montreal some

time in May to assume important executive duties.

Mr. Gregory is a graduate of O. C. P. and represented the company in Toronto for several years following his graduation. Mr. Cunliffe received his education in British Columbia, having a fine scholastic record. He has been with Ayerst, McKenna and Harrison for the past six years.

Colgate Toronto Plant Addition Nearly Complete

The new $200,000 addition to the Colgate - Palmolive-Peet plant at Toronto is rapidly nearing completion. It will provide about fifty per cent more floor space when finished. Palmolive officials say that the addition was made necessary by increasing business due largely to dealer support of the Company's policy of price stabilization, they believe.

Pepsodent Uses Selected Wholesalers

Effective April 1, the Pepsodent Company of Canada, Ltd., Toronto, commenced to distribute all products through a selected list of wholesale distributors. A large enough number of these distributors have been selected to provide complete coverage of Canada. The Company states that, from now on, Pepsodent products will be obtainable only through these selected wholesalers, or else through the Pepsodent Company of Canada, Ltd., direct. The company is adopting the Del Credere Factor plan by which the manufacturer owns and controls all stock in each distributor's warehouse, the distributor acting only as warehouser, seller and collector.

Merkley Named "Cutex" Director

At the annual meeting of the stockholders of the Northam Warren Corp. in New York last month, R. F. Merkley, general manager of Northam Warren, Ltd., Montreal, was elected a director of the parent company. He will continue as manager of the Canadian business. He has been connected with the Canadian company for the last eight years. The Canadian unit is a complete one in the chain of N-W enterprises and conducts a modern cosmetic manufacturing plant and laboratory. It has a selling staff covering the whole Dominion of Canada.

Quebec Salesmen Give Party

The Quebec Drug Salesmen's Association held its annual supper dance at Mount Royal Hotel, Montreal, recently. It proved one of the most successful social events the association has ever held. Approximately 250 attended. It was a matter of special satisfaction for the association to have as guests a number of Montreal druggists. Dancing commenced at 10 p. m. and contined until 1 a. m. with music being supplied by Eddie Bourguinon's orchestra. D. St. Amour, president of the Association officiated in the chair, assisted by Leo Viens, secretary and James Cartier, acting director of publicity.

Roberts Heads Norman S. Wright Co.

A recent meeting of the directors of Norman S. Wright & Co., Ltd., was held in Toronto when Walter E. Roberts was named president of the company, succeeding Hicks Hawkins who has retired from business. Mr. Hawkins' interests in the company have been acquired by John Patrick associated with the company for the last ten years as a salesman. Mr. Patrick has been elected to the board of directors.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER
9 East 38th Street
New York City

Trade Marks Under Unfair Competition Act of 1932

N.S. 6810.—"Limacol." Perfume, toilet water, preparations for the teeth and hair, perfumed soap, etc. Booker Brothers, McConnell & Co., Ltd., Demarara, British Guiana.

N.S. 6837.—"Les Cent Fards Caron." Perfume, rouge and soap. E. Daltroff & Compagie, Proprietaires de la Parfumerie Caron, 10 rue de la Paix, Paris, France.

N.S. 6844—"New Ray." Machineless hair waving pads and permanent wave solution. Raymond E. Lee, doing business as Raymond Laboratories, St. Paul, Minn.

N.S. 6849.—"Eveline." Soap. Madame Evelina Julien, Hawkesbury, Ont.

N.S. 6883.—"Duart." Beauty parlor supplies, cosmetics, etc. Duart Mfg. Co., Ltd., formerly Pacific Hair Goods Co., Ltd., San Francisco, Calif.

N.S. 6931.—"Brit-Tex." Finger nail preparation. Thomas Products, Inc., Buffalo, N. Y.

Industrial Designs

11291.—Bottle or similar container, the essential feature of which is the simulation of a crown. Prince Matchabelli Perfumery, Inc., New York.

Trade Marks Registered during the week ending December 26, 1936:

57491.—"ZEF-IR." Liquid soaps. Huntington Laboratories, Inc., 970 E. Tipton St., Huntington, Ind.

Patents

365,236. — Paper box. The Dominion Paper Box Co., Ltd., Toronto, Ont., assignee of Alexander H. Dreux, Orachard Park, and Joseph N. Royal, Buffalo, co-inventors, both in New York.

365,252.—Dispensing closure. Sheridan Carlos Waite, Buffalo, co-inventor with an assignee of Ralph Britton Waite, Springville, both in New York.

365,265.—Dentifrice. Herl L. Crowther, Los Angeles, Calif.

365,285.—Container cap retainer. Paul Peter Mulhens, Cologne on Rhine, Germany.

365,311.—Tooth paste. A/S Si-Ko, assignee of Einar Bergve, both of Oslo, Norway.

365,422.—Closure cap. Solomon A. Love, Decatur, Ga.

NEW YORK MARKET REPORT

FOLLOWING a leveling off in the price curve in March, the trend in various raw materials used in the manufacture of perfumes, cosmetics, and toilet goods became rather mixed in April.

Articles which had displayed an easier trend in March continued to lose ground while renewed strength developed in many others.

On the whole business was fair, though the action of security markets, major commodities, as well as the continued unsettlement in industry because of labor difficulties all served to have an influence on buying power. Speculative activity was not as great as it was earlier in the year. Moreover advances in some articles had been extended too far it is believed.

The spice oil group maintained a good position with ginger registering a substantial advance. Mace and nutmeg were well held. Spot prices on clove were fully maintained though advices from abroad indicated a further weakness in Madagascar oil. Replacement offerings of anise were not large, yet dealers had sufficient quantities on hand to meet the small requirements of the consuming trade.

Reductions in California lemon and orange furnished the outstanding developments in the citrus oil group. The more favorable price announced on cold pressed orange oil failed to come upon the trade as a surprise as early frosts had made more fruit available for oil. Since it is a pretty well known fact that there will be less lemon oil available this season, however, few dealers were able to give any reason for the reduction in the latter. With the heavy consuming season close at hand, observers are inclined to look for a complete reversal in the market on the slightest upturn in buying.

Considering the fact that so many countries are now producing orange oil to sell on world markets, there appears to be little hope of any immediate recovery in the situation. Brazil has been gradually making headway in producing the article on a commercial scale. A proposal has been made to transfer a plant into the interior thus lowering the cost of transporting the fruit to present producing units.

Late advices from the source indicate that new crop neroli will cost approximately 40 per cent more than last year owing to the higher value of the flowers. It is also stated that the cost of rose products is likely to be increased by a similar amount.

While the upward trend in Turkish geranium oil had been extended, quotations on Algerian and Bourbon oils fell back quite sharply with dealers attributing the reductions to fluctuations in exchange.

Outside of the decline in citrus oils, most domestic articles displayed considerable strength. Peppermint finally moved higher after buyers had indicated a need for fairly substantial quantities. Spearmint was firm and toward the close of the month there was considerable talk of a further upward movement in values. More inquiries were noted for cedarleaf and cedarwood. With seasonal influences at work, the trade is looking forward to an improved demand for these articles over the next few weeks.

Miscellaneous oils were rather quiet. Spot prices on eucalyptus have declined slightly, but advices from the source indicate a continued shortage of 80 to 85 per cent oil. Speculative interest in citronella was at a low level.

Orders for aromatic chemicals were in fair volume with such articles as eugenol, linalool, and eucalyptol displaying a firm tone. Benzyl benzoate demand was rather spotty. Competion was fairly aggressive at times and concessions were not unusual.

The chemical group was featured by a reduction of 2½ cents a pound in both the crude and refined grades of glycerine.

PRICES OF SOAP MATERIALS

TALLOW AND GREASE

Tallow, N. Y. C. extra	$ .08⅝	@	
Edible	.09½	@	Nominal
Fancy	.12⅛	@	
Grease white	.08¾	@	.09¾
House	.08⅜	@	.08⅝
Yellow	.08⅜	@	.08⅝
Lard	.12½	@	.13½

FATTY ACIDS

Coconut Oil, tanks	.13	@	
Corn Oil, distilled, bbls.	.12¾	@	.13
Red Oil, distilled, tanks	.10¾	@	
White, drums	.13½	@	.14½
Stearic Acid, s'gle prs., c.l.	.12	@	.13
Double pressed	.12½	@	.13½
Saponified	.12¾	@	.13¾
Triple pressed	.15¼	@	.16¼
Saponified	.15½	@	.16½

SOAP MAKING OILS

Castor No. 1, tanks	.10	@	
No. 3, tanks	.09½	@	
Coconut, Manila Grade, tanks	.07½	@	.07¾
Corn, crude, Midwest mill, tanks	.10	@	.10¼
Cotton, crude, Southeast, tanks	.09¼	@	
Refined	.12	@	.12⅛
Lard, common No. 1 bls.	.13	@	
Foots, barrels	.13¼		Nominal
Palm, softs, drums	.05½	@	
Niger, casks	.07	@	
Palm, kernel, tanks	.07	@	
Peanut, crude, tanks	.10		Nominal
Refined, barrels	.13½		Nominal
Soya beans, mill, tanks	.10½	@	
Tallow, acidless, barrels	.13¼	@	
Whale, Crude No. 1, Coast, tanks	.08½	@	
Refined, barrels	.10⅛	@	.10⅜

GLYCERINE

C. P., drums extra	.26½	@	.27
Dynamite, drums extra	.26½	@	.27
Saponification, drums	.20	@	.22
Soap, lye	.18	@	.20

ROSIN

Barrels of 280 pounds

B	$8.25	K	9.35
D	8.35	M	9.35
E	8.75	N	9.40
F	9.32½	W. G.	9.45
G	9.32½	WW	10.15
H	9.32½	X	10.25
I	9.32½	Wood	9.75

CHEMICALS

Acid, muriatic, 18°, 100 pounds	$1.00	@	$2.35
Sulfuric, 60°, ton	12.00	@	20.50
66°, ton	15.50	@	25.00
Borax, crystals, carlot, ton	42.00	@	71.00
Cyclohexanol (Hexalin)	.30	@	
Naphtha, cleaners, tk. cars	.09½	@	.10
Potassium carbonate, 80@85%	.07	@	
Hydroxide, 88@92%	.07¼	@	
Salt, ton	14.80	@	15.50
Sodium carbonate 58% light, 100 pounds	1.23	@	2.37
Hydroxide 76% solid, 100 pounds	2.60	@	3.75
Silicate 40°, drums, works, 100 pounds	.80	@	
Sulfate, anhydrous	.02¼	@	.03
Phosphate, tri-basic	.02½	@	.03
Zinc oxide U.S.P., bbls.	.09	@	.09¼

PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit., per lb.	$2.50@	$3.00
S. P. A.	2.60@	2.75
Sweet True	.90@	.95
Apricot Kernel	.30@	.35
Amber, crude	.18@	.25
rectified	.45@	.50
Ambrette (oz.)	46.00@	
Amyris balsamifera	3.00@	3.25
Angelica root	75.00@	
seed	90.00@	
Anise, U. S. P.	.78@	.85
Araucaria	1.75@	1.85
Aspic (spike) Span.	1.35@	
French	1.55@	
Balsam, Peru	5.50@	6.25
Balsam, Tolu, oz.	4.25@	
Basil (oz.)	2.35@	
Bay	1.55@	1.75
Bergamot	3.50@	4.25
Birch, sweet N. C.	1.90@	2.00
Penn. and Conn.	3.75@	4.00
Birchtar, crude	.15@	.18
Birchtar, rectified	.80@	.90
Bois de Rose	1.35@	2.75
Cade, U. S. P.	.45@	.55
Cajeput	.58@	.78
Calamus	3.50	Nom'l.
Camphor "white"	.22@	.24
Cananga, Java native	2.00@	2.40
rectified	2.30@	2.85
Caraway	2.05@	2.20
Cardamon, Ceylon	30.00@	38.00
Cascarilla	55.00@	75.00
Cassia. 80@85 p.c.	.95@	1.00
rectified, U. S. P.	1.10@	1.25
Cedar leaf	.95@	1.10
Cedar wood	.24@	.26
Cedrat	4.15@	
Celery	12.00@	14.50
Chamomile (oz.)	5.50@	8.00
Cherry laurel	14.00@	15.00
Cinnamon, Ceylon	7.75@	22.00
Cinnamon, Leaf	7.00@	10.00
Citronella, Ceylon	.42@	.48
Java	.45@	.48
Cloves Zanzibar	1.25@	1.35
Cognac	16.00@	20.00
Copaiba	.65@	.68
Coriander	20.00	Nom'l.
Croton	1.40@	1.50
Cubebs	2.85@	3.00
Cumin	8.75@	9.00
Curacoa peels	4.85@	5.25
Curcuma	3.00@	
Cypress	12.00@	
Dillseed	3.00@	3.25
Elemi	1.65@	
Erigeron	1.45@	1.55
Estragon	32.00@	35.00
Eucalyptus	.43@	.45
Fennel, Sweet	1.10@	1.20
Galangal	35.00@	
Galbanum	15.00@	
Geranium, Rose		
Algerian	4.00@	4.75
Bourbon	3.80@	4.25
Spanish	12.00@	
Turkish	3.20@	3.75
Ginger	7.75@	8.50
Gingergrass	3.00@	3.75
Grapefruit	2.25@	3.00
Conc.	24.00@	
Guaiac (Wood)	$3.10@	$3.50
Hemlock	1.05@	1.25
Hops (oz.)	8.50@	13.00
Horsemint	2.50@	
Hyssop	40.00@	50.00
Juniper Berries	1.05@	1.50
Juniper Wood	.50@	.60
Laurel	8.00@	10.00
Lavender, English	32.00@	
French	3.50@	7.50
Lemon, Italian	3.65@	4.00
Calif.	3.25@	
Lemongrass	.52@	.60
Limes, distilled	6.00@	7.00
expressed	10.25@	12.00
Linaloe	1.20@	1.30
Lovage	65.00@	72.00
Mace, distilled	1.40@	1.50
Mandarin	4.50@	6.75

(Continued on page 85)

HARRY E. PFALTZ

Since 1927

•

Creator of Distinctive Perfumes for the Trade

•

206 West 19th Street — New York City, N. Y.

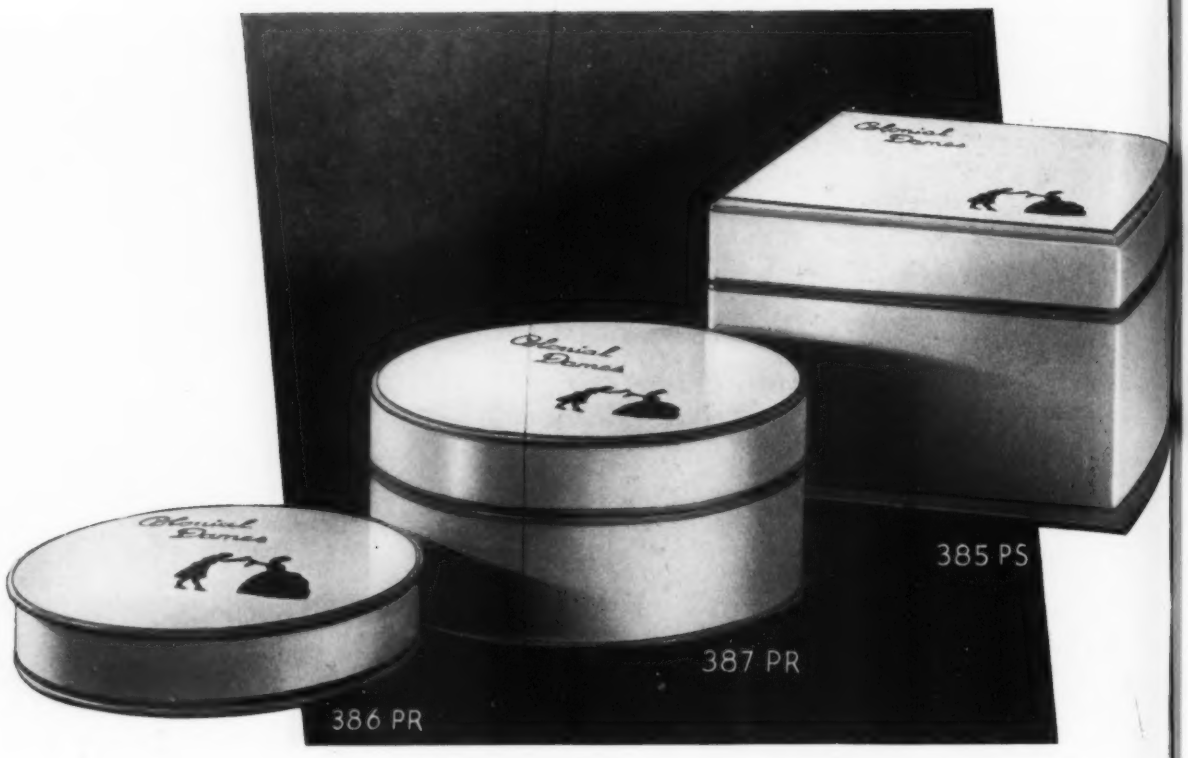
CHelsea 3-1419

ALCOA · ALUMINUM
SPELLS TUBES OF

Greater Beauty



★ At the risk of boring you, it must be explained that Alcoa Aluminum Tubes are annealed before they are lithographed. This not only makes the walls soft and flexible but also leaves them smooth, clean and free from oil or grease. Thus the surface is perfect for decorations, yields clean-cut lettering and beautiful clear colors. No blisters nor uncovered areas. Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pa.



THIS SET of THREE

makes a delightfully feminine, delightfully dainty ensemble of powder boxes to fit three price sizes: 10¢, 50¢, $1.00. Each box is of a rich cream-white glossy finish. The edges, base, name and lid design are of Colonial rose-pink. . . . The small box has removable drum with full-size cellophane window. Tiny cellophane windows (identical in pattern to the figure design on outside lid) add special distinction to the powder drums of the two larger size boxes. . . . Submit your designs and specifications to us for quotations!

E. N. ROWELL CO. INC.

BATAVIA
NEW YORK

New York Office:
SEWELL H. CORKRAN, 30 East 42nd St. Phone: MUrray Hill 2-3447

Chicago Office:
HAROLD G. MacKAY, 444 W. Grand Ave. Phone: SUPerior 1676

Hollywood, Cal., Office:
C. H. E. DUNN, Guaranty Bldg., 6331 Hollywood Blvd. Phone: Hollywood 0111

Boston Office:
H. P. TUCKER, 52 Chauncey Street Phone: Hancock 0398

St. Louis Office:
The DICK DUNN Co., Merchandise Mart Bldg., 12th Blvd. & Spruce St. Phone: Central 3544

Detroit Office:
H. E. BROWN, 2842 W. Grand Blvd., 319 Curtis Bldg. Phone: Trinity 2-0191

(Continued from page 82)

Marjoram	6.00@	6.25
Melissa	4.00@	4.25
Mirbane (see Nitrobenzol)		
Mustard, Genuine	7.75@	9.00
artificial	1.95@	2.25
Myrrh	10.00@	
Myrtle	3.35@	3.75
Neroli, Bigarde, P.	98.00@	125.00
Petale, extra	130.00@	155.00
Nutmeg	1.40@	1.50
Olibanum	5.00@	5.25
Orange, bitter	2.25@	2.60
sweet, W. Indian	2.00@	2.50
Italian	2.85@	3.50
Spanish	2.75@	3.00
Calif. exp.	2.50@	
dist.	.90@	
Origanum, Spanish	1.25@	1.50
Orris root, con. (oz.)	5.25@	5.50
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	10.00@	11.00
Patchouli	5.00@	8.00
Pennyroyal Amer.	1.85@	2.10
French	1.60@	1.75
Pepper, black	5.25@	6.00
Peppermint, natural	2.55@	2.75
redistilled	2.80@	3.00
Petitgrain	1.10@	1.35
French	2.35@	2.50
Pimento	2.55@	4.00
Pine cones	3.00@	
Pine needles, Siberia	1.00@	1.20
Pinus Sylvestris	1.45@	1.75
Pumilionis	1.50@	1.75
Rhodium, Imitation	2.10@	3.25
Rose, Bulgaria (oz.)	6.00@	12.00
Rosemary, French	.65@	.80
Spanish	.65@	.80
Rue	2.20@	2.35
Sage	1.70@	2.00
Sage, Clary	25.00@	30.00
Sandalwood, East India	5.50@	6.00
Australia	4.75@	5.75
Sassafras, natural	.85@	1.25
artificial	.39@	.42
Savin, French	1.50@	1.75
Spearmint	2.00@	2.15
Snake root	11.25@	13.75
Spruce	1.05@	1.25
Styrax	6.00@	10.00
Tansy	3.50@	4.00
Thyme, red	1.00@	1.10
White	1.05@	1.25
Valerian	14.00@	14.50
Verbena	4.00@	8.50
Vetivert, Bourbon	8.75@	12.50
Java	15.00@	25.00
East Indian	30.00@	
Wine, heavy	1.25@	
Wintergreen, Southern	3.35@	3.75
Penn. & Conn.	4.50@	8.00
Wormseed	2.90@	3.10
Wormwood	3.00@	3.25
Ylang-Ylang, Manila	22.00@	30.00
Bourbon	5.00@	8.00

TERPENELESS OILS

Bay	3.25@	4.00
Bergamot	9.50@	14.00
Clove	4.00@	5.00
Coriander	40.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	60.00
Sesquiter 'less	85.00@	
Lavender	8.00@	8.50
Lemon	14.00@	24.00
Lime, ex.	54.00@	72.00
Orange, sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	3.25@	3.75
Rosemary	2.50@	4.00
Saga, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	3.25@	3.50
Capsicum, U. S. P. X.	2.20@	
Alcoholic	3.20@	
Cubeb	2.50@	3.25
Ginger, U. S. P. VIII	3.00@	3.10
Alcoholic	3.75@	4.00
Malefern	1.65@	2.00
Oak Moss	6.00@	15.00
Olibanum	3.50@	
Orris	12.00@	15.00
Patchouli	20.00@	22.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	10.00@	11.75

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	1.35@	2.00
Acetyl Iso-eugenol	7.50@	8.00
Alcohol C 8	16.00@	20.00
C. 9	26.00@	40.00
C. 10	21.00@	28.00
C 11	20.00@	25.00
C 12	14.00@	25.00
Aldehyde C 8	30.00@	
C. 9	45.00@	70.00
C 10	42.00@	60.00
C 11	33.00@	50.00
C 12	26.00@	32.00

(Continued on page 86)

modernized packages will not sell

antique
FACE POWDER

The Modern and up-to-date
Face Powder employs

"COTTRELL PROCESS" TALC

Sole Distributors:

Whittaker, Clark & Daniels, Inc.

260 West Broadway
New York City

WHITTAKER

(Continued from page 85)

C 14 (so-called)	$13.00@	
C 16 (so-called)	13.00@	
Amyl Acetate	.75@	1.00
Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamate Aldehyde	2.50@	3.75
Amyl Formate	1.60@	1.90
Amyl Phenyl Acetate	3.00@	4.00
Amyl Salicate	.80	.90
Amyl Valerate	2.00@	2.40
Anethol	1.20@	1.25
Anisic Aldehyde	3.00@	3.25
Benzalydehyde, U. S. P.	1.30@	
F. F. C.	1.55@	1.90
Benzophenone	1.45@	1.75
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.25
Benzyl Benzoate	1.00@	1.80
Benzyl Butyrate	5.00@	6.00
Benzyl Cinnamate	6.00@	8.00
Benzyl Formate	3.50@	
Benzyl Iso-eugenol	11.50@	13.50
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	1.50@	5.50
Bromstyrol	4.50@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	4.00@	4.25
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.40@	3.60
Cinnamic Aldehyde	1.45@	2.00
Cinnamyl Acetate	8.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.00@	2.80
Citronellal	1.00@	1.80
Citronellol	2.00@	2.60
Citronellyl Acetate	3.50@	5.00
Coumarin	3.00@	4.65
Cuminic Aldehyde	35.00@	52.00
Dibutylphthalate	.29@	.35
Diethylphthalate	.32@	.37
Dimethyl Anthranilate	7.00@	8.50
Dimethyl Hydroquinone	2.65@	3.75
Dimethylphthalate	.50@	.60
Diphenylmethane	1.70@	2.25
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	6.25@	8.25
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.50@	4.00
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.25@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	10.75@	15.00
Eucalyptol	.68@	1.00
Eugenol	2.35@	3.25
Geraniol, dom.	1.10@	2.60
Geranyl Acetate	1.70@	3.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	3.00
foreign	2.35@	2.50
Hydratopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.50
Indol, C. P. (oz.)	2.10@	4.50
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	3.60
Iso-safrol	2.00@	
Linalool	2.10@	4.75
Linalyl Acetate 90%	2.45@	3.75
Linelyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.20@	3.35
Synthetic	2.25@	3.00
Methyl Acetophenone	1.35@	2.10
Methyl Anthranilate	2.25@	3.00
Methyl Benzoate	1.00@	1.75
Methyl Cinnamate	3.00@	3.65
Methyl Eugenol	3.35@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptine Carbonate	25.00@	28.00
Methyl Iso-eugenol	7.00@	12.00
Methyl Octine Carbonate	26.00@	32.00
Methyl Peracresol	3.75@	5.50
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.42@	.50
Musk Ambrette	4.45@	4.60
Ketone	4.70@	4.85
Xylene	1.40@	1.55
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	4.00@	5.50
Paracresol Methyl Ether	3.25@	4.50
Paracresol Phenyl-Acetate	8.75@	16.00
Para Cymene (gal.)	1.25@	1.65
Phenylacetaldehyde 50%	2.50@	5.00
100%	6.85@	9.75
Phenylacetic Acid	2.25@	4.00
Phenylethyl Acetate	3.40@	6.00
Phenylethyl Alcohol	3.00@	4.25
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	8.00@	12.00
Phenyl Formate	12.50@	18.00
Phenylethyl Propionate	9.50@	
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	8.00@	12.00
Rhodinol	10.00@	18.50
Safrol	.63@	.75
Santalyl Acetate	22.50@	
Skatol C. P. (oz.)	6.00@	9.00
Styralyl Acetate	10.00@	15.00
Styralyl Alcohol	20.00@	

(Continued on page 89)

KRANICH SOAPS

U.S.P. POWDERED CASTILE SOAP

•

POWDERED NEUTRAL SOAP

•

SHAMPOOS (*Liquid Only*)

COCONUT • OLIVE OIL • CASTILE

Specially prepared for repackaging

CLARITY ASSURED

Send for price list and samples

KRANICH SOAP COMPANY, INC.

54-60 RICHARDS STREET • BROOKLYN, NEW YORK

Your own brand of cosmetics . . .

must bring you a satisfactory profit—but above all must possess merit and distinction.

Our own formulas are the result of thirty years of experience—but we can develop your formulas if you so prefer.

You can buy our products in packages completely finished for resale, or packaged but not labeled, or in bulk if you want to do your own packaging.

Check in the appended list the items you wish to stock, or send for one of our confidential price lists. This carries no obligation to purchase.



We list only the fast selling items. If what you need is not listed, let us know and we will advise you promptly regarding it!

CREAMS
Acne
All Purpose
Bleach
Cleansing
Cocoa Butter
Cold
Foundation
Lemon
Tissue
Beauty Mask
Clay Pack
Deodorant

SUNDRIES
Rouge Compact
Lip Sticks

Sundries *(Cont'd)*
Cream Rouge
Eye Shadow
Dusting Powder

LIQUIDS
Perfumes
Toilet Water
Shampoo
Hair Tonic
Lotions
Skin Tonics
Astringent
Brilliantine
Powder Base
Muscle Oil

Liquids *(Cont'd*
After Shave Lotion
Deodorant

FACE POWDER
More than 70 shades of the highest grade in Light, Med. and Heavy weight carried in stock. The quality of our Face Powder has a world wide reputation.

The Klinker MFG. CO.

9200-9210 Buckeye Rd., Cleveland, Ohio

VELIZAR BAGAROFF OTTO OF ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

•

Sole Agents for the United States
W. J. BUSH & CO., Inc., New York

Sole Agents for Canada
W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

•

OIL LAVENDER ALTITUDE

It costs more than inferior oils; — it's real Lavender.

Selected from the finest producing regions, representing the highest standard in quality, odor, uniformity.

"Ye Olde∫te E∫∫ence Di∫till'rs"

W. J. BUSH & CO.

INCORPORATED

NEW YORK, N. Y.

LONDON MITCHAM
MESSINA GRASSE

Amyl Butyrate Northwestern

This is a splendid smoothing and blending ingredient for soap perfumes.

THE NORTHWESTERN CHEMICAL COMPANY
INCORPORATED 1882
The Largest Makers of Butyric Ether in the World
WAUWATOSA WISCONSIN

Your Own Product

Check your needs

☐ All purpose cream	☐ Cream Rouge
☐ Beauty Mask	☐ **Mosquito Cream**
☐ **Deodorant**	☐ Eye Shadow
☐ Cleansing Cream	☐ Perfumes
☐ Acne Treatment	☐ Shampoo
☐ Cold Cream	☐ Lotions
☐ Rouge Compact	☐ **Face Powder**
☐ **Lip Stick**	☐ Hair Tonic

Check the above list and send it to the Solo Laboratories for prices and samples without obligation. A modern laboratory and expert technicians assure you of a product that will get repeat sales.

Solo Laboratories produce every type of quality cosmetic, Packaged or in bulk.

SOLO LABORATORIES, INC.
341 W. Austin Ave. Chicago, Illinois

The ORIGINAL *package is*
YOUR PROTECTION

When you buy
OIL OF BERGAMOT

be sure and ask to see the original package. All coppers and cases are clearly marked for easy identification. This is according to Law—which requires all Bergamot production in Italy to be deposited in its warehouse and thus marked.

For particulars write

CONSORZIO PROVINCIALE AGRUMICULTURA
SEZIONE BERGAMOTTO
REGGIO CALABRIA, ITALY

(Continued from page 86)

Terpenyl Acetate	1.00@	1.50
Terpineol, C. P.	.26@	.38
Thymene	.45@	
Thymol	1.55@	1.65
Vanillin (clove oil)	3.65@	5.15
(guaiacol)	3.55@	5.05
Vetiveryl Acetate	30.00@	38.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para	1.25@	1.40
Angostura	2.50@	2.75
Vanilla Beans		
Mexican, whole	5.00@	5.50
Mexican, cut	4.50@	4.75
Bourbon, whole	4.85@	5.00
South American	4.50@	

SUNDRIES AND DRUGS

Acetone	.05@	.07
Alcohol, 190-pf. gal.	4.17@	4.42
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris, ounce	25.00@	35.00
Balsam, Copaiba	.44@	.47
Fir, Canada, gal.	9.50@	12.00
Oregon	1.75@	2.00
Peru	1.10@	1.25
Tolu	.52@	.55
Beeswax, white	.40@	.45
yellow	.30½@	.33
Bismuth sub-nitrate	1.13@	
Boric Acid, ton	125.00@	140.00
Calamine	$.16@	.20
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.13@	.15
sulphate	.03¾@	.04
Camphor	.56@	.65
Cardamon seed	1.10@	1.90
Castoreum	16.00@	18.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.03½@	.06½
Cherry laurel water, gal.	1.25@	
Citric acid	.25@	.25½
Civet, ounce	5.00@	5.50
Clay, Colloidal	.03@	.03½
Cocoa butter lump	.28@	.30
Fatty Acids (See page 81)		
Formaldehyde	.06@	.06¼
Formic Acid	.12@	.16
Fuller's Eearth, ton	15.00@	33.00
Guarana	.70@	.85
Gum Arabic, white	.30@	.35
Amber	.15@	.16
Gum Benzoin, Siam	1.45@	1.65
Sumatra	.18@	.20
Gum galbanum	.90@	1.05
Gum myrrh	.55@	.65
Henna, powd.	.12@	.15
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.17@	.20
anhydrous	.20@	.24
Lavender flowers	.40@	.85
Magnesium, Carbonate	.06¾@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, Vegetables (See page 81)		
Oilbanum, tears	.16@	.28
siftings	.08@	.10
Orange flower water, gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd.	.20@	.75
Paraffin	.04½@	.07
Patchouli leaves	.16@	.20
Petrolatum, white	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.14@	.17
Hydroxide U.S.P.	.36@	.37
Quince seed	.75@	1.25
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.38@	.45
Rice starch	.09	Nom'l.
Rose leaves, red	1.95@	2.15
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood Chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. Crys.	.01¾@	.02¼
Phosphate, Tribasic	.03@	.04
Spermaceti	.25@	.28
Styrax	.55@	3.25
Sulfur, precip.	.17@	.20
Tartaric acid	.23¼@	.23¾
Titanium oxide	.20@	.22
Tragacanth, No. I	3.10@	3.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.40@	.50
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc peroxide	1.10@	1.75
Stearate	.21@	.28



Extra and Special

Incorporate *Face Powder Base Z* and millions of mirrors will reflect the merits of your product. One woman will tell others and a host of volunteers will flock to your banner. Write us for sample.

AMBRIOL

Here's a test to try on this new fixative note of the Amber-Musk Type. Put Ambriol on a blotter. Let it dry. Then compare with a blotter on which has dried some other fixative . . . any other. Ambriol has an attractive, warm, animal musk odor of lasting quality.

FLORANOL

Strikes the Right Note to Produce HARMONY in Your Perfumes. Creates the right first impression. Successfully rounds off any edges arising from the different ingredients. And is ideal for producing the characteristic Fruity Note in Rose odors.

Absolutely pure. A little goes a long way. Mellows and develops with time.—Ask for sample. Ideal in Rose Compounds, Lavender, Fougere, etc.

GENERAL DRUG CO.

170 Varick Street . . . . New York City
1220 W. Madison St. . . . . Chicago
907 Elliott Street . . . . Windsor, Ont.

Agfa
Aromatics Division



Les PARFUMS de FRANCE

The only publication edited in the World Center of the Floral production. Luxuriously edited and illustrated; published with English translation.

Supplies all the news relating to:

—cultivation of plants used in perfumery; selections, new types, hybrids; crop reports . . .

—methods of obtaining natural perfumes, essential oils, their isolates, etc. . . .

—findings of our research staffs in Grasse and Paris; studies of raw materials; new methods of analysis; new ways of detecting frauds . . .

—suggestions for compounding floral or bouquet odors; working of formulae, etc. . . .

Subscription rate: 100 Francs

Les Parfums de France

51, Avenue Victor-Emmanuel III

PARIS (8°)

Write for free copy

of the one BRITISH Trade Journal

which deals *exclusively* with the evolution, packaging and marketing of Soap, Perfumery, Cosmetics and allied products. "SOAP, PERFUMERY & COSMETICS" is the accredited organ of the industry throughout Great Britain and the British Empire. Its news and technical articles are up-to-minute and the journal is really indispensable to all engaged in the industry in any part of the world.

One year (including Year Book)—$5

SOAP PERFUMERY & COSMETICS

102-5 Shoe Lane, Fleet St.

LONDON, ENGLAND

(*Continued from page 37*)

crease and bring such pressure to bear on the domestic market that fruit prices might decline. To quote a Department of Agriculture bulletin, "The demand for lemons is such that with other influences eliminated, a given percentage increase in the supply marketed as lemons in this country brings a much greater decrease in the price and the gross income to the industry as a whole. Hence the necessity for stimulating new types of demand for lemons in the domestic and expansion of the export markets."[2]

Grapefruit Production

As to grapefruit, California is now producing more than 2,000,000 boxes yearly, one box containing 60 pounds of fruit (net). Since most plantations are young, the trend of production is sharply upwards.

The number of bearing and non-bearing citrus trees in California in 1934 is shown in Table I.

Since there are 86 trees to one acre, the total acreage under cultivation in California may be computed easily.

In regard to total shipments of fruit, the California Fruit Growers Exchange during the last three years shipped the quantities shown in Table II.

TABLE I

	Bearing Trees	Non-Bearing Trees	Total Trees
Navel and Miscellaneous Oranges	8,310,000	486,000	8,778,000
Valencia Oranges	9,866,000	1,982,000	11,848,000
Grapefruit	1,088,000	517,000	1,605,000
Lemons	3,565,000	856,000	4,421,000
Limes	2,000	3,000	5,000
	22,831,000	3,844,000	26,657,000

TABLE II

	1934 Carloads	1935 Carloads	1936 Carloads
Oranges	43,114	52,616	43,653
Lemons	15,484	17,075	16,836
Grapefruit	2,619	2,253	3,699
Loose Fruit	.....	8,142	9,565
	61,217	80,086	73,753

In the compilation, tangerines are not segregated but are included with oranges. One carload of oranges or grapefruit equals 462 boxes; one carload of lemons, 348 boxes.

The spectacular growth of the California citrus industry is due not only to the fine research and experimental work on the part of the U. S. Department of Agriculture, but also to the marvelous producing and marketing organization of the California Fruit Growers Exchange which may serve as an outstanding example to any agricultural enterprise in the world. It is indeed worth while to describe briefly its development and present set-up.

Around 1890 shipments of California citrus fruit had reached almost one million cases but the marketing methods were archaic and utterly unorganized, causing frequent losses

(*Continued on page 92*)

always PURE · always WHITE · always UNIFORM

W H B

SUPER-BLEACHED 100% PURE WHITE BEESWAX

is the standard of an increasing number of leading makers of fine creams and cosmetics. These firms know that the continued success of their products depends on unvarying whiteness and unvarying purity.

A complimentary sample box is yours for the asking. Write today!

The W. H. BOWDLEAR Co.
SYRACUSE, NEW YORK

HEADQUARTERS FOR ALL KINDS OF WAX FOR COSMETICS

BRANCH OFFICES:
BROOKLYN: L. A. Barber, 74 S. Portland Avenue
CHICAGO: Riviera Products Co., 215 W. Ohio Street
DETROIT: J. L. Matthieu Sons, 1965 Porter Street
SAN FRANCISCO: H. R. Laist Co., Rialto Building

* This 100% Beeswax is *correctly* processed from *correctly chosen* crudes . . . bleached by masters in the art of bleaching beeswax, the result of nearly half a century of experience.

(*Continued from page 91*)

and years of red ink sales. The fruit was sold either directly, through commission men, or to crop buyers, so that the numerous dealers acted independently. There was no assurance that many cars would not arrive the same day at the same place, causing enormous price fluctuations and finally making production outright speculation. Sale by commission was just as unsatisfactory because of the long, rough transportation, poor packing, mechanical injury, imperfected refrigeration and lack of control. A commission broker might report a shipment as having arrived damaged and make an abnormally low return to the grower, while in reality the shipment might have arrived in perfectly good condition. After a few earlier attempts, more or less successful, of forming a cooperative organization, the present name, "California Fruit Growers Exchange" was finally adopted in 1905.

(*To Be Continued*)

1.) "The Organization of a Great Industry"; Pretoria, 1925.

2.) Bulletin, Department of Agriculture, Bureau of Agricultural Economies, November 13, 1936.

BOOK REVIEWS

(*Continued from page 61*)

of unofficial drugs and chemicals. It is thorough and above all, up to date. If your budget allows only a small amount for reference books, you can do no better than to invest in the Dispensatory of Wood-LaWall. My own library would not be without it.

M. G. DE NAVARRE.

☐ SHOWMANSHIP IN BUSINESS, *by Kenneth M. Goode and M. Zenn Kaufman. 218 Pages. Harper & Brothers, New York, 1936. Price $2.75.* The authors, both of whom are well known consultants and writers on merchandising subjects have presented a work designed to bring more of the theatrical into the presentation of merchandise, its advertising, sale, and promotion. Taking up the subject of showmanship from its elements, chapters are devoted to its use in advertising, show windows, face to face salesmanship, radio and other modern forms of promoting sales.

The theoretical background of the work is excellent. Undoubtedly there is room for more sensational methods in the sale of many things, and perhaps notably of toilet goods and perfumes. Some of the hints given and examples cited, however, border on the fantastic. This reviewer once knew a reasonably successful book salesman who would preface his visit by hurling the huge black sombrero which he affected into the customer's private office. This was showmanship, indeed, and once in a while it was effective in getting a hearing. Quite as often, sombrero and salesman were tossed together into the corridor. There is a lot of merit in this book, but, I'm afraid a little too much sombrero tossing for the average toilet goods manufacturer.

S. L. M.

☐ THE COSMETIC FORMULARY, *Edited by H. Bennett and other experts. 279 pages. The Chemical Publishing Co. of New York, Inc., New York. 1937.*

This book is a compilation of various formulae covering the complete range of cosmetics and toilet preparations. Most of the formulae are familiar ones although a few are apparently new and may be quite inter-

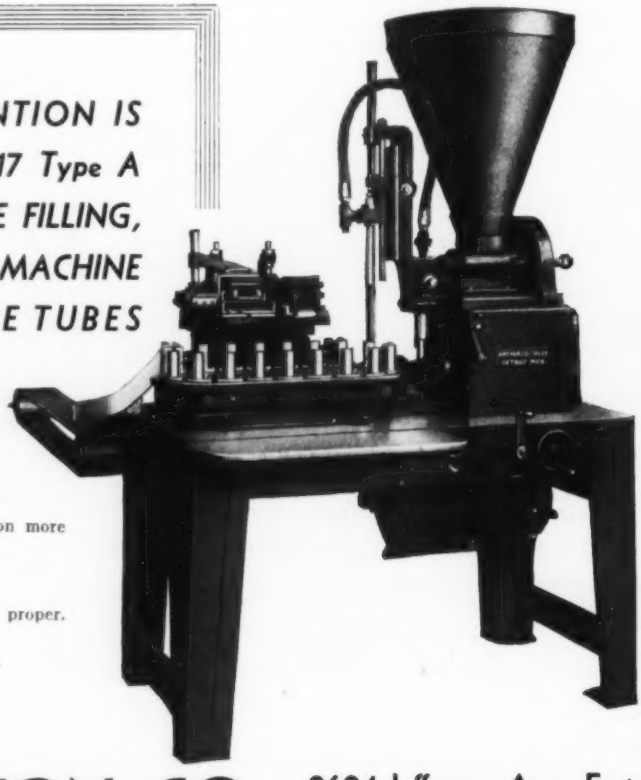
(*Continued on page 107*)

YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW No. 17 Type A IMPROVED AUTOMATIC TUBE FILLING, CLOSING AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head makes machine operation more smooth than before.
4. Start and stop push button switch.
5. Two handy levers. One for starting machine proper. One for stopping starting filling mechanism.

All of these improvements — yet no increase in price. Write today for a sample tube and full information on this machine.



ARTHUR COLTON CO. 2604 Jefferson Ave., East, DETROIT, MICHIGAN

ESSENTIAL OILS

we have been supplying the

careful buyer

for three score years

Oil Bay
" Bois de Rose Brazilian
" Cassia Redistilled U. S. P.
" Cananga Rectified
" Geranium African
" Geranium Bourbon
" Lemon Italian
" Orange Italian
" Peppermint Natural
" Peppermint Redistilled

•

Vanilla Beans

We carry complete stocks of the various qualities, and will be happy to submit samples and quotations at your request.

Tonka Beans

We cordially invite your inquiries.

A A S N Y

ARTHUR A. STILWELL & CO.

INCORPORATED

· IMPORTERS · EXPORTERS · MANUFACTURERS ·

601 W. 26th ST. NEW YORK

350 N. CLARK ST. CHICAGO

"AN UNIMPAIRED RECORD SINCE 1878"

"Sales are up 18% Where We're Testing That Package By Ritchie"



YOU test new advertising appeals — new merchandising plans — new point of sale displays. Why not see what a new package can do for you?

Ritchie will help you find out! Our nation-wide packaging organization—our complete and versatile design department — our 71 years of packaging experience — are at the disposal of established manufacturers everywhere.

If you'd like to see and test a Ritchie package for *your* product, it can be easily arranged. Ask the Ritchie office nearest you for full particulars. Or send for our interesting free booklet on modern packaging, *"Packages That Sell."*

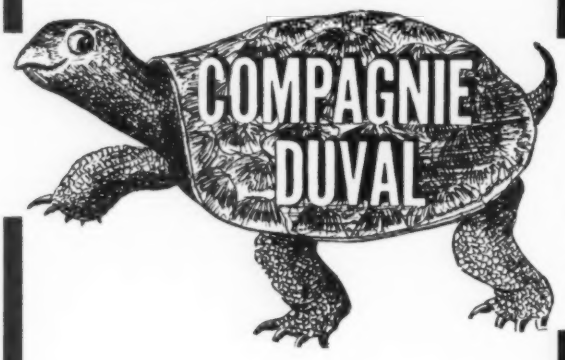
Set-up Paper Boxes — Fibre Cans

W. C. RITCHIE AND COMPANY

8845 BALTIMORE AVENUE · CHICAGO

New York Philadelphia Detroit Cincinnati
Los Angeles St. Louis Minneapolis Ft. Wayne

HEADQUARTERS



for

TURTLE OILS

(REGULAR and REFINED)

•

ESSENTIAL OILS
AROMATIC CHEMICALS
NATURAL FLOWER OILS
SYNTHETIC FLOWER OILS
MODERN AND DISTINCTIVE
PERFUME BASICS
DISTINCTIVE and CHARACTERISTIC
FLAVOR OILS
PERFUMERS' TINCTURES
FIXATIVES (FOR PERFUMES)
RESINOIDS
TERPENELESS and
EXTRA CONCENTRATED ESSENTIAL OILS
FLORAL WATERS — OLEO RESINS
FRUIT ESTERS — BALSAMS and GUMS
Beautiful COLORS of proven merit

•

INVESTIGATE our obligation—free service on problems pertaining to fixation, an outstanding odor, a delectable flavor or a sparkling color.

Write for samples and be your own judge. Compare them point for point, price against price.

Uniformity at all times guaranteed

STuyvesant 9-2261

COMPAGNIE DUVAL

121-123 East 24th St. New York



BUY IN CANADA, FOR YOUR CANADIAN TRADE . . . .

Plain or Lithographed Tubes, of finest quality. Prompt delivery assured.

ALUMINUM SCREW CAPS
SHAVING STICK BOXES, ETC.
WE ALSO MOULD BAKELITE AND DUREZ CAPS FOR JARS AND TUBES

COLLAPSIBLE TUBES & CONTAINERS, Ltd.

TORONTO . . . . CANADA

NAIL POLISH

Nail Polish lacquer that is applied without brush marks or streaks. Brilliant gloss . . . excellent adherence . . . fast drying . . . will not wear off, peal or crack. Wide range of the most attractive and stylish colors.

Made under the most exacting and scientific conditions. Careful selection of colors which are fast and do not fade in sunlight, or re-act to hard waters or strong soaps.

Cream Polish — Transparent Polish — Nailflex Polish Remover — and Cuticle Remover — bottled under your own brand or supplied in 55 gal. drums, 30 gal. drums or 5 gal. cans.

The MONROE SANDER CORPORATION

Manufacturers of Salore Products

LONG ISLAND CITY

PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT,
THE AMERICAN PERFUMER,
9 East 38th St., New York City.

Trade Mark Registrations Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

373,619.—See Illustration. Harold L. Rothschild, doing business as Parker-Bouldin Co., St. Paul, Minn. (Dec. 10, 1934.)—Cosmetics for men and women.

381,867.—"GOOD FOOT." Emil W. A. Fehring, Manitowoc, Wis. (July 15, 1936.)—Bath powder.

383,936.—"Natone." Natone, Inc., Los Angeles, Calif. (Mar. 1, 1930.)—Hair shampoos, oils, creams, lotions and tonics.

384,148.—See Illustration. Reuben H. Israelson, doing business as Carroll Distributing Co., Baltimore, Md. (May 15, 1935.)—Medicated cream valuable in the relief of mild skin irritations, chafing, wind burn, sun burn, insect bites, and chapped skin.

385,367.—"MASSO." Pro-Phy-Lac-Tic Brush Co., Northampton, Mass. (Mar. 8, 1928.)—Tooth powder and tooth paste.

385,773.—See Illustration. B & L Laboratories, Inc., Chicago, Ill. (June 25, 1936.)—Saponaceous material having incidental water softening properties for forming bubbles.

385,836.—See Illustration. Ditto, Inc., Chicago, Ill. (Feb. 8, 1929.)—Liquid and cake soap.

386,164.—See Illustration. Edward R. Jarvis, doing business as Guild Co., New Brunswick, N. J. (Oct. 30, 1936.)—Healing cream for chapped skin.

386,226.—See Illustration. Phillip Slabine, doing business as Great Atlantic Laboratories, Boston, Mass. (Oct. 10, 1936.)—Hair tonics.

386,663.—See Illustration. Earl F. Rulison, doing business as Less Effort Products Co., Chicago, Ill. (May 26, 1934.)—Hand cleanser.

386,840.—See Illustration. American Chlorophyll, Inc., Alexandria, Va. (Nov. 21, 1936.)—Color pigments and material for coloring foods.

387,068.—See Illustration. The House of Westmore, Los Angeles, Calif. (May 15, 1935.)—Cosmetics and toilet preparations.

387,213.—"MISCHIEF." Saville Perfumery, Ltd., Watford, England. (Dec.

(*Continued on page 97*)



BLEACHING WITHOUT CHEMICALS



THIS is a photograph of our beeswax factory. It shows the large and numerous bleaching racks where—during the summer months—the beeswax lays in the open air and bleaches in the sunlight.

We have had 80 years' experience in this method of bleaching beeswax by the sun. It excels all other methods. It does not bring the beeswax in contact with any chemicals. It results in a pure beeswax of high quality, especially suitable for cosmetics.

SUN-BLEACHED AND YELLOW BEESWAX •

KOSTER KEUNEN

SAYVILLE (LONG ISLAND) NEW YORK

In the Middle West: Walter H. Jelly & Co. Inc., 412-420 N. Western Avenue, Chicago, Ill.

QUALITY • QUALITY • QUALITY



THE ABONITA LINE

32 Years of Quality Service to the Manufacturing Trade

SPECIALIZING IN

HAND-MADE ROUGES

TRULY INDELIBLE LIP STICKS

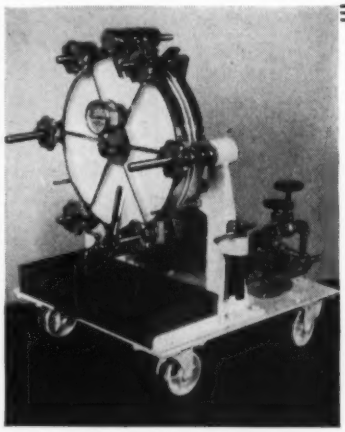
PERFECT CREME ROUGE, EYEBROW PENCILS, COSMETIQUE (Mascara)

QUALITY FACE POWDER, bulk or packaged.
Tap-it-pac Loose Powder Vanities
Eye-Shadows

SPECIAL FORMULA WORK INVITED.
PUREST INGREDIENTS OF FINEST QUALITY
EVERY PRODUCT FULLY GUARANTEED

ABONITA COMPANY, INC.
24 to 30 So. Clinton St.
CHICAGO, ILL.

QUALITY • QUALITY • QUALITY • QUALITY • QUALITY • QUALITY • QUALITY • QUALITY • QUALITY



ASK FOR DETAILS ON THIS

ERTEL

ALL-PURPOSE Asbestos Disk Bench Model FILTER

for the small plant—also ideal for experimental work in large plants.

- *Completely portable—with built-in pump and motor.*
- *Two gallon a minute pump capacity.*
- *Capacity can be easily doubled—by adding two additional rings.*
- *Plug to a light socket and the machine is ready to operate.*

A truly remarkable all-purpose filter. Send us a sample of your liquid for demonstration.

ERTEL ENGINEERING CORP.

Manufacturers and Designers of Liquid Handling Equipment

Dept. F. 120 E. 16th St. • New York, N. Y.

(*Continued from page 95*)

3, 1935.)—Perfumes, toilet powders, face creams, bath crystals, and lipstick.

387,330.—"FLACON DE SAC." Lucien Lelong, Inc., Chicago, Ill. (Sept. 28, 1936.)—Perfume.

387,396, 387,397. — See Illustrations. Jean Ravaud, New York and Neuilly-sur-Seine, France. (Dec. 29, 1936.)—Perfumes.

387,422.—See Illustration. Ernest L. Smith, San Francisco, Calif. (Jan., 1936.)—Lotions and hair waving solutions.

387,464.—See Illustration. Gabilla, Inc., New York. (Nov. 4, 1936.)—Perfumes.

387,652.—"ESSENCE OF LIFE." Associated Distributors, Inc., Chicago, Ill. (Apr. 15, 1933.)—Lipstick, rouge, face powder, eyelash and eyebrow mascara, creams for the hands and face, etc.

387,840. — "SCENT-O-LATER." Jules Schwab, doing business as Jules Schwab & Co., New York. (Sept. 15, 1936.)—Vanity cases and compacts made of or plated in whole or in part with precious metal.

387,885.—"MULATTO." Associated Distributors, Inc., Chicago, Ill. (Jan. 6, 1936.)—Lipstick, rouge, face powder, eyelash and eyebrow mascara, creams for the hands and face, etc.

387,990.—"PONTALITE." E. I. Du Pont de Nemours and Co., Wilmington, Del. (May 21, 1936.)—Thermo-plastic molding powder.

388,000.—See Illustration. Morris Goldberg, doing business as Shim-R Products Co., Kenmore, N. Y. (Jan. 18, 1937.)—Hair tonics and a deodorant.

388,025.—See Illustration. Bebe Ryberg, San Francisco, Calif. (Oct. 1, 1936.)—Hair tonic.

388,056.—See Illustration. Gilbert and Dimitre, Eau Claire, Wis. (May 15, 1936.)—Cleaning soap.

388,068.—See Illustration. Mary Pardo, doing business as Sublime Laboratories, Chicago, Ill. (Oct. 15, 1936.)—Cleansing cream, vanishing cream, tissue cream, talcum powder, dusting powder, face powder, etc.

388,189.—See Illustration. Faitoute, Inc., East Orange, N. J. (Dec. 17, 1936.)—Perfumes.

388,215.—See Illustration. Philip Warfman, New York. (June, 1936.)—Mouth wash.

388,216.—See Illustration. Al-lon Mfg. Co., Inc., Baltimore, Md. (Jan. 2, 1937.)—Perfumed deodorizing chemical liquid.

388,262.—"Americe." Marshall Field & Co., Chicago, Ill. (Oct., 1914.)—Toilet soaps.

388,355. — "ESPIONAGE." Lentheric, Inc., New York (Jan. 22, 1937.)—Perfumes and cosmetic creams.

388,374.—"STANIS." Sinclair G. Stanley, doing business as Stanis, Chicago, Ill. (June 1, 1936.)—Foot soap.

388,461.—See Illustration. Florence Osborne, Cleveland Heights, Ohio. (May 1, 1933.)—Perfume.

388,527.—See Illustration. Bonne Bell, Inc., Cleveland (Lakewood) Ohio. (June 15, 1936.)—Skin lotions and scalp lotions.

388,722. — "1939." Parfums Charbert, Inc., New York. (Jan. 25, 1937.)—Perfume.

388,724. — See Illustration. Park-way Cosmetic Co., Minneapolis, Minn. (Jan. 10, 1937.)—Toilet preparations.

388,791. — "FRISCO." Ferd. Muhlens, Inc., New York. (Jan. 26, 1937.)—Shaving soap, toilet soap, glycerine soap, bath soap, cream soap, liquid glycerine soap, silver cleaning soap, shaving stick.

388,950.—See Illustration. McCoy, Jones & Westlake, Inc., Chicago, Ill. (Jan. 2, 1937.)—Soap.

389,041.—See Illustration. Shulton, Inc., New York. (Feb. 15, 1937.)—Saponaceous compounds for cleaning the hands, shaving creams, shaving sticks, shaving powder, outfit packages containing soap and towel, etc.

389,109.—See Illustration. George Joseph Basel, doing business as Basel Co., Cleveland, Ohio. (Dec. 28, 1936.)—Shaving soap and a shaving cream.

389,463.—See Illustration. Kelite Products, Inc., Los Angeles, Calif. (Feb. 10, 1937.)—Soaps.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition.

M344,919. — "MANSFIELD." Bourjois, Inc., New York. (Feb. 14, 1936. Serial No. 377,210.)—Shaving cream and brushless shaving cream.

M345,151. — "MANSFIELD." Bourjois, Inc., New York. (Feb. 14, 1936. Serial No. 377,209.)—After-shave lotion and toilet powder.

M345,152.—"Dr. Bole's." Ford Hopkins

(*Continued on page 99*)

Perfumes for Sunburn Preventive Preparations

Synonymous with Synthetic ISERMANN

• The perfumes listed below were especially formulated for sunburn preventive preparations. They are therefore free from all materials that irritate the skin or photo-sensitize it, that is, increase its susceptibility to sunburn. (A number of quite commonly used perfuming materials are known to have either irritant or photo-sensitizing properties. They should therefore either be excluded from cosmetic perfumes or used in only very small percentages.)

Rosalia	$10.00 lb.	Gardenia 400	$8.00 lb.	Bouquet 399	$8.00 lb.
Soleole	10.00 "	Bouquet 402	5.00 "	Bouquet 403	5.50 "
Rose 397	8.00 "	Rose 401	5.50 "	Gardenia 404	5.00 "
		Bouquet 398	7.00 "		

• Samples upon request, together with bulletins describing our ultraviolet filter Escalol and giving formulas for sunburn preventive oils, creams, and lotions of various types.

VAN DYK & CO.

EXECUTIVE OFFICES AND WORKS:

57 WILKINSON AVE., JERSEY CITY, N. J.

LOS ANGELES: 1282 SUNSET BOULEVARD

PIONEER AMERICAN MANUFACTURERS of AROMATICS

INCORPORATED 1904



AND YOU'LL FIND

tegacid

an excellent emulsifier for them. TEGACID—in addition to having all the desirable qualities of our TEGIN (a chemically pure emulsifier)—makes possible greaseless creams and ointments to which most organic acids may be added. . . . Is ideal for use in acid vanishing creams, lemon creams and peroxide creams—as well as in deodorant creams.

ASK for a sample of TEGACID and specific formulae for its use!

Th. GOLDSCHMIDT corp.

153 WAVERLY PLACE • NEW YORK

BRANCHES

245 Union Boulevard, St. Louis
2260 East 15th Street, Los Angeles
325 W. Huron Street, Chicago
80 Boylston Street, Boston
64 Wellington Street West, Toronto

Stearates

ZINC

MAGNESIUM

Pure
Dependable
Uniform
QUALITY

STEARATE OF **MAGNESIUM**

Light, Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen. Made to satisfy most exacting requirements.

STEARATE OF **ZINC**

Odorless, Impalpable. Pure White. Water Resisting. Great Adhesiveness. Light or Heavy as desired. Highest standard of Purity and Uniformity.

We manufacture the foregoing on a large scale. Prompt deliveries in any quantity from one barrel to a carload.

STOCKS CARRIED: Chicago, St. Louis, San Francisco, Los Angeles, Kansas City, Mo., Des Moines, New Orleans

Telephone SUnset 6-1337-1338

franks Chemical Products Co.

53-33rd Street, Brooklyn, N. Y

For "fair weather" tubes, contact

NATIONAL COLLAPSIBLE TUBE CO.

PROVIDENCE, R. I.

Made with greatest care

New York Office: H. R. M. Gordon
331 Madison Ave., Tel. VAnderbilt 3-2258

St. Louis: W. W. Hoernlein
100 North Broadway Building, Tel. Central 8184

REPRESENTATIVES IN OTHER PRINCIPAL CITIES

(*Continued from page 97*)

Co., also doing business as Dr. Boles Laboratories, Chicago, Ill. (Feb. 18, 1936. Serial No. 376,386.)—Borated talcum powder.

M345,159. — "PER-BRETH." Comfort Mfg. Co., Chicago, Ill. (Sept. 4, 1935. Serial No. 369,880.) — Tooth powder, mouth washes, dentifrices, tooth pastes, etc.

Patents Granted

2,070,338.—Soap dispenser. Chesterfield Guy Marhoff, Chicago, Ill., assignor to The Cudahy Packing Co., Chicago, Ill.

2,070,345.—Nonrefillable bottle. Richard J. Watts, Quincy, Mass.

2,070,377.—Bottle closure. Elta Simmons, New York.

2,070,857.—Light equipped vanity case. Myron J. Davis, Detroit, Mich.

2,074,833.—Shaving preparation. Ralph H. Fash, Fort Worth, Tex.

2,074,931.—Dispensing container. Earl F. Metcalfe, Cincinnati, Ohio, assignor to The General Pharmacal Co., Cincinnati, Ohio.

2,075,249.—Closure for containers. Ralph W. Wilson, New York.

2,075,776.—Container. Herbert A. Barnby, Toledo, Ohio, assignor to Owens-Illinois Glass Co.

2,075,987.—Container for dry comminuted material. Byron S. Houck, Los Angeles, Calif.

2,076,048. — Collapsible Tube Carton. John J. Seelman, Milwaukee, Wis.

2,076,158.—Cap for containers and the like and method of producing the same. Frederick R. Reutter, Waterbury, Conn., assignor to Scoville Mfg. Co., Waterbury, Conn.

2,076,212.—Metallic foil label and the art of forming same. Walter P. Suter, Scarsdale, N. Y. and Richard A. Tice, Louisville, Ky., assignors to Reynolds Metals Co., New York.

2,076,353. — Vanity case construction. Louis A. Samstag, New York.

2,076,549, 2,076,550, 2,076,551.—Jars. Benjamin F. Conner, West Hartford, Conn., assignor to Colt's Patent Fire Arms Mfg. Co., Hartford, Conn.

2,076,668.—Nonrefillable bottle. Arthur E. Read, Bronx, N. Y.

2,076,719. — Cosmetic holder. Albert Hagel, Newark, N. J., assignor to Consolidated Safety Pin Co., Bloomfield, N. J.

2,076,720. — Tooth powder container. John R. Haggerty, Elizabeth, N. J.

2,076,782.—Specialized jar or bottle closure. Anton G. Jedlicka, Minneapolis, Minn., assignor to Hancock-Nelson Mercantile Co., St. Paul, Minn.

2,076,826. — Collapsible tube closure. Philip Reinsberg, Chicago, Ill.

2,077,026.—Nonrefillable bottle. Harold H. Thornton, Brooklyn, N. Y.

2,077,027.—Container. Joaquin Vincent, Torras, Staten Island, N. Y.

2,077,173.—Container. Mitchel E. Holy, Posen, Ill., assignor to Container Corp. of America, Chicago, Ill.

2,077,215, 2,077,216, 2,077,217, 2,077,218, 2,077,219.—Jar for first four numbers, cosmetic container for last number. Benjamin F. Conner, West Hartford, Conn., assignor to Colt's Patent Fire Arms Mfg. Co., Hartford, Conn.

2,077,235.—Container closure. Jesse Gutmann, Babylon, N. Y., assignor to Ferdinand Gutmann & Co., Brooklyn, N. Y.

2,077,992.—Container closure. Jay Bernard Eisen, Yonkers, N. Y., assignor to Ferdinand Gutmann & Co., Brooklyn, N. Y.

2,078,096.—Vanity case. Winfred T. Parkin, Providence, R. I., assignor to Theodore W. Foster & Bro. Co., Providence, R. I.

2,078,149.—Cap for toothpaste tubes. Clay B. Lutz, Hagerstown, Md.

2,078,211. — Adjustable closure cap. Harold E. Williams, Carthage, Mo.

Designs Patented

D103,887.—A combination container for cosmetic preparations. Benjamin F. Conner, West Hartford, Conn., assignor to Colt's Patent Fire Arms Mfg. Co., Hartford, Conn.

D103,910.—Jar or similar container. Robert I. Dorfman and Eugene Munk, New York.

D103,985, D103,986.—Bottle and combined display stand and container, respectively. Reco Capey, London, England, assignor to Yardley & Co., Ltd., Stratford, London, England.

D104,019.—Box cover. Martha H. Connor, Baltimore, Md., assignor to Owens-Illinois Can Co., Wilmington, Del.

D104,098.—Sachet container. Paul H. Ganz, New York.



SCHMOLLER & BOMPARD S. A.

DISTILLERS & EXPORTERS

GRASSE, FRANCE ESTABLISHED 1880

Rose de Mai Absolute provides your perfect answer to the present dominant trend for quality compositions which have elusive delicacy. Movie stars, society headliners, stylists—leaders in every field—are announcing their preference for perfumes that have elusive delicacy . . . a light, indefinable odor . . . a haunting note. This trend has caused an increasing demand from discriminating and foresighted firms for ROSE de MAI ABSOLUTE.

No less important are these strictly quality products:

• LAVENDER • GERANIUM AFRICAN • PATCHOULI • ORANGE • TUBEROSE •

Quotations and samples submitted by our Sole Agents & Distributors for the U. S. A. and Canada:

FLORASYNTH LABORATORIES, INC.

1513-33 OLMSTEAD AVENUE NEW YORK, N. Y.

605 W. Washington Blvd. CHICAGO, ILLINOIS
2622 Throckmorton DALLAS, TEXAS
1715 E. Virginia Avenue DENVER, COLORADO
4665 Hollywood Blvd. LOS ANGELES, CALIF.
524 Washington Street SAN FRANCISCO, CALIF.

SHAMPO

LIQUID AND BASE

COCOANUT OIL, OLIVE OIL AND BLENDED OILS • ALL COLORS
IN DRUMS • CANS • BARRELS • *Also Shaving Cream in bulk*

CLIFTON CHEMICAL CO., Inc. CLIFTON BUILDING
246 FRONT ST., NEW YORK CITY

In Brazil—

BRASIL PERFUMISTA

—is the only publication devoted exclusively to the Toilet Goods, Perfume and Cosmetic Industry in Brazil.

Official Organ for the Association of Brazilian Perfumers.

Circulates in all South American Republics.

Send for schedule of advertising rates and sample copy.

✿

Caixa Postal 2894
Rio De Janeiro, Brazil

. . . . . there is **NO SUBSTITUTE** for

Italian TALC

THE recognized standard of quality in the cosmetic industry is, and always has been, ITALIAN TALC.

MADE IN ITALY

Users of talc throughout the world know that the natural rockstone found in Italy produces a superfine product. Besides having an unusual silky texure, it has all the features that are most desired.

There is *no* substitute for ITALIAN TALC.

CHARLES MATHIEU
INCORPORATED
Exclusive representatives of the Italian Producers
120 LIBERTY ST., NEW YORK, N. Y.

USE INTERSTATE TECHNICAL AND CERTIFIED COLORS

OUTSTANDING EXCELLENCE

. . . That accounts for the popularity of Interstate Colors.

No matter what your color requirements are, consult us. Our expert advice will prove of great value to you.

CHLOROPHYLL • SAPONINE

INTERSTATE COLOR CO. INC.
3 BEEKMAN STREET, NEW YORK

NEW PRODUCTS AND PROCESSES

Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journel. Further information regarding any of the items mentioned will be sent on request.

Dispensing Lozenge Package

Kimble Glass Co., Vineland, N. J., has developed the new convenient unit container for lozenges for use by Hinson, Westcott & Dunning, Inc.



It is shown in the photograph together with the dispensing counter carton. The vial is a Kimble "Shell Vial" with no constriction of the vial neck and is fitted with a cork closure.

New Lemon Flavor

A new lemon concentrate has just been announced by Fritzsche Brothers, Inc., of New York. As with this company's companion products, "Eff-Bee Fivefold Orange Concentrate" which was introduced with such success last year, the new "Eff-Bee Fivefold Lemon Concentrate" has been made possible largely by modification of the original manufacturing process. Thus it is claimed that while the fresh, fruity character of the lemon oil is substantially retained, its strength, solubility and stability are increased, and the cost in relation to the original "Fitzbro Lemon Concentrate" is considerably lowered. This latter consideration will appeal particularly to manufacturers accustomed to using the higher priced concentrates, but who, because of increased cost, now feel that a compromise which does not infringe noticeably upon the quality of their product is much to be desired. It is the opinion of the Fritzsche chemists that their new lemon concentrate makes such a compromise wholly possible of achievement.

Laboratory Filter

Ertel Engineering Corp. New York, has perfected a new laboratory filter shown in the accompany-



ing picture. It is of the pressure type and includes a gauge and hand pressure pump. Convenient and ef-

(Continued on page 105)

DRYAD MUGUET
FLEURS SUPREME is an accurate reproduction of the odor of the beautiful flowers.

In addition to our standard products, we are equipped to make special odors for the particular requirements of our customers.

P. R. DREYER INC.
12 EAST 12th STREET • NEW YORK

LOS ANGELES, CALIF.
SAN FRANCISCO, CALIF.
KANSAS CITY, MO.
NEW ORLEANS, LA.
CHICAGO, ILL.
DETROIT, MICH.
ST. LOUIS, MO.
CINCINNATI, O.
BALTIMORE, MD.
HOUSTON, TEXAS
DES MOINES, IA.
PHILADELPHIA, PA.

METHYL
NAPHTHYL KETONE *of absolute purity*
A basic aromatic chemical found to be most useful for imparting a desirable orange blossom odor. ¶ Write us for quotations and also for information on other Vanillin Fabrik products. *PRODUCT OF VANILLIN FABIRK*

THE LOCKWOOD MEMORIAL LIBRARY

The Manufacturing Chemist

. . . . . *a leading Authority* on the manufacture of pharmaceuticals and drugs, patent medicines and foods, and chemists' sundries.

Recent Articles Include:

The Problem of Asthma, *by F. G. Hobart.*
Detergents: Their Manufacture, Composition and Uses, *by B. Levitt.*
Margosa Oil, *by G. F. Caley.*
Problems of Contraception, *by E. Charles and C. I. B. Voge.*
The Disinfection of the Atmosphere with Phenol Vapour, *by H. Silman.*
The Use of Plastics for Containers and Closures, *by J. Taylor.*
Sulphur and the Skin, *by F. P. Sedgwick.*
Dextrine, *by J. A. Fadley.*
New German Pharmaceuticals, *by Dr. F. Zernick.*

Subscription
10/-
per annum
Post Free

Published Monthly by LEONARD HILL LIMITED
17, Stratford Place **London W.I. England**

(*Continued from page 55*)

sifying agents can, of course, be used separately; in which case it is a good plan to incorporate with them a small proportion of cetyl alcohol as a stabilizer. Another interesting ingredient is sulfonated castor oil, this being particularly useful at times to combat a tendency to foam formation—but the proportion of sulfonated oil used should never exceed 4 or 5 per cent.

The following formula gives a good idea of the glyceryl monostearate type of hair cream. Variations will naturally occur to the compounder, who is recommended to make adjustments in the relative proportions of fats and water, according to the consistency desired by the potential public. It would seem worth while mentioning here that market requirements in hair cream consistencies show considerable variation in different countries and even districts. The current British fashion appears to favor a very thick cream, scarcely fluid enough to pass through an ordinary bottle neck—but whether this is a particularly desirable standard is rather open to question.

A glyceryl monostearate cream can be made up, then, as follows:

Glyceryl monostearate	5.0	grams
Cetyl alcohol	1.0	"
Mineral oil	12.0	"
Glycerin	3.0	"
Perfume	0.5	"
Methyl parahydroxybenzoate	0.1	"
Distilled water	78.4	"
	100.0	grams

The method of procedure is essentially as given for the preceding formulae, the heated fatty components being stirred into the heated aqueous portion, with vigorous agitation, the perfume being added during the cooling process.

Mucilaginous Creams

At the time of writing, the once universal tragacanth hair creams are suffering from a partial relapse in popularity, due to the heavy publicity devoted to the "water soluble" type. This state of affairs is extremely unlikely to last, in the opinion of the present writer, and there is no doubt that greaseless preparations will, in the not far distant future, come into their own again.

As hair fixatives, mucilaginous creams may well claim superiority over the emulsion type, but on the other hand they suffer from the disadvantage that, on drying, noticeable flakes of gum are apt to be left in the hair. As a partial remedy for this, a proportion of mineral oil is sometimes included, or alternatively other types of mucilage are used, as discussed in "Hair Waving Preparations"—a comprehensive survey by M.G. de Navarre (*The American Perfumer*, April, 1935).

In the general run of mucilaginous hair creams, tragacanth in the proportion of 0.75 to 1.5 per cent is employed, together with glycerin or diethylene glycol, preservative, perfume, water and (preferably) castor oil and alcohol. For gum creams "with oil," anything up to 18 per cent of mineral oil may be included.

The manufacture of a gum-type hair cream of moderate quality is not difficult, but if a really first class, ivory-white, opaque and stable preparation is desired, considerable attention must be paid to the following details. In the first place, mucilages obtained from different varieties of tragacanth vary enormously, and

(*Continued on page 105*)

M · W · PARSONS
IMPORTS
AND
PLYMOUTH ORGANIC LABORATORIES · INC ·

TELEPHONE BEekman 3-3156-3162
CABLE ADDRESS PARSONOILS, NEW YORK

55 ANN STREET
NEW YORK·N·Y·U·S·A.

GENUINE IMPORTED
RUSSIAN MINERAL OILS U.S.P.

•

We were the original importers of the Genuine Russian Oils into this country and we maintain our connection today with the original refiners of it abroad.

Our "Extra Heavy" grade has a Specific Gravity of .885-890 and a guaranteed Viscosity at 100° F. Saybolt of 335-345. It has the finest Acid Test procurable on any Russian Oil and is absolutely odorless and tasteless.

Prices are competitive and we also offer the lower viscosity Genuine Imported Russian Mineral Oils U.S.P. as well as Russian Technical Oils for cosmetic use.

•

A complete line of Cosmetic Raw Materials

Use LABELS & SEALS by JOHN HORN for greater sales appeal

FAITHFUL SERVICE FOR OVER FORTY YEARS

METAL · EMBOSSED
ENGRAVED
DIE STAMPING FOR BOXMAKERS

JOHN HORN, Labels, 837-839 TENTH AVE. NEW YORK CITY, N. Y.
(Sample booklet of labels sent to RESPONSIBLE MANUFACTURERS)
Name.....
Address.....
City.....



The most flexible labeling machine. Easily equipped for labeling any size bottle or jar. Many exclusive mechanical features, developed by manufacturing experience of more than thirty-five years.

Economic Machinery Company
WORCESTER, MASS.
Makers of complete line of automatic and semi-automatic labelers.

Manufacturers of

COSMETIC COLORS

of UNQUESTIONED SUITABILITY

for

LIPSTICKS FACE POWDERS
ROUGES LIP POMADES
COMPACTS EYE SHADOWS

Our Cosmetic Research Laboratory Is Well Equipped To Cope With Your Color Problems.

•

Originators
of
Fine Cosmetic Colors

Ansbacher-Siegle
CORPORATION
Manufacturers of Fine Chemical Pigment Colors
General Offices, Works, and Laboratories
ROSEBANK, STATEN ISLAND, NEW YORK, N. Y.
Boston, Chicago, Los Angeles, Cleveland, Detroit, San Francisco, Richmond, Toronto, Can.

BELMAY SPECIALTIES

A complete line of

- *Florals and Bouquets for all purposes.*
- *Odors developed for your exclusive use.*
- *May we have an opportunity to serve you?*

BELMAY INC. 116-120 East 27th St., New York
Creators of odors to the trade for many years

(*Continued from page 103*)
the utmost effort should therefore be made to standardize both source of supply and method of procedure.

The problem of preservation must also be solved. Formaldehyde (up to 0.2 per cent) and sodium benzoate (0.1 per cent) are frequently employed, although there is a growing tendency to replace the latter with one of the esters of parahydroxybenzoic acid. Formaldehyde appears to be the most certain guarantee against mould growths, and for this reason its incorporation is recommended.

Preventing Loss of Opacity

Loss of opacity in a mucilaginous cream is a very unsightly fault. It may be guarded against by close attention to the following details:

(a) Purchase a good grade gum.

(b) Include from 6 to 10 per cent of alcohol in the formula.

(c) Include a small proportion of castor oil. This, being soluble in the spirit but insoluble in mineral oil, is particularly useful in mucilaginous creams "with oil."

(d) Tinctures of benzoin, styrax and tolu are extremely useful in this connection, as chemists will readily appreciate.

The following formula is typical of the mucilaginous hair creams now on the market:

Gum tragacanth (powdered)	1.0	grams
Castor oil	3.0	"
Alcohol	4.0	"
Tincture of benzoin or styrax	3.0	"
Glycerin	4.0	"
Methyl parahydroxybenzoate	0.1	"
Formaldehyde	0.1	"
Perfume	0.5	"
Distilled water	84.3	"
	100.0	grams

The perfume content naturally varies somewhat, according to its strength of odor. For a cream marketed as "with oil," from 10 to 15 per cent of mineral oil may also be included in the above formula.

The best method of procedure is first to add the alcohol to the gum —this serving to prevent the formation of lumps—and then to add the perfume oil, tincture and castor oil. The aqueous portion is then run in, and the cream allowed time to thicken. After thickening has taken place, it should again be stirred, then passed through muslin and filled into bottles.

An alternative method of manufacture, commonly employed for the cheaper grades of cream, consists of boiling the gum solution for from ten to fifteen minutes. This method is not, however, recommended, owing to the fact that it tends to give a thin mucilage that frequently leads to lack of viscosity and an undesirable translucency in the finished product.

New Products

(*Continued from page 105*)

ficient operation is claimed by the company for the new machine.

Tooth Brush Sterilizer

Ster-L-Way Products Co., Detroit, has perfected a new compact device for maintaining sterility in the tooth brush. The device consists of a glass container with suitable chrome plated fixture for attaching to the bathroom wall or medicine cabinet. The container holds para formaldehyde which keeps the air in it completely sterile and the brush itself fits into the gas impregnated chamber. It is available in several colors.

SNOWFLAKE BEESWAX sun-bleached and filtered



THE finest beeswax, bleached to snowy whiteness and 100% pure . . . . . The ideal base for really fine creams. Samples and quotations on request.

E· A· BROMUND co. 258 BROADWAY, NEW YORK

Beeswax Bleacheries and Refineries in Morris County, N. J.

BLEACHERS AND REFINERS OF BEESWAX • ESTABLISHED 1880

DISTRIBUTORS

FRANK B. TRACY, 201 N. Wells Bldg., Chicago, Ill. C. L. IORNS, 619 Clark Ave., St. Louis, Mo. R. PELTZ CO., 112 S. 16th St., Phila., Pa.

BEESWAX

T. L. BRAND • PURE WHITE
Extra Quality . . . U. S. P. and 100% Pure

OVER 85 YEARS OF CONTINUOUS BUSINESS
IN THE UNITED STATES — ESTABLISHED 1852

THEODOR LEONHARD WAX CO., Inc.
HALEDON, PATERSON, N. J.

Long Distance Telephone: SHerwood 2-1444
Western Distributor: A. C. DRURY & Co., Inc., 219 E. North Water St., Chicago, Ill.

REBUILT EQUIPMENT

PARTIAL LIST

2—Redd Powder Carton Filling, Weighing, Sealing Units—adjustable, 50 per minute.
2—Ferguson Carton Wax Wrappers.
1—Colton No. 3 Combination Tube Filling, Closing and Clipping Machine, motor driven.
1—Urie Universal piston type Tube or Jar Filler.
Dry Powder Mixers, several with sifters, lab. size to 4000 lb.
5—Pony Mixers, Day and Ross make, 8 and 15 gals.
5—Ermold and World semi-automatic Labelers.
1—McDonald "Weeks" type Automatic Labeler.
1—U. S. Bottlers 22-spout, monel fitted, Rotary Vacuum Bottle Filler.
1—Alsop Portable Bottle Filler, 3-spout handle, pump and motor.
1—Lilliput Label Gummer, motor driven.
1—National MG Powder Filler and Weigher.
1—American automatic Powder Filler and Weigher.
1—Ferguson "Packomatic" Filler, Weigher and Carton Sealer.
2—200 gal. Pfaudler Jacketed closed Glass Lined Kettles.
Tablet Machines—1—Colton 2B, ½"; 1—Stokes M, 1½"; 1—Mulford, 1¼"; 2—Colton No. 2 Rotary, ⅝"; 1—Colton No. 37 Rotary 2½"; 1—Stokes Eureka hand, ½"; 1—Stokes O, ¾".
1—Colton 2B Gelatin Coating Machine.
4—Colton Dry and Wet Granulators.
1—Filler Machine Co. 4-spout Filler, monel fitted.
1—Karl Kiefer Visco Piston type Jar Filler.

MISCELLANEOUS—Kettles, Drug Mills, Ointment Mills, Pulverizers, Grinders, Sifters, Screens, Colloid Mills, Filters, Filter Presses, Coating Pans, Tanks, Stills, Agitators, Pumps, Boilers, Pill Mass Mixers, Pot Mills, etc. Send for complete bulletin.

WHAT HAVE YOU FOR SALE? SEND US A LIST.

Consolidated Products Company, Inc.
14-15 Park Row New York, N. Y.

Warehouse and Shops: 335 Doremus Avenue, Newark, N. J.



CONSOLIDATED
Established 1858 **FRUIT JAR CO.**
NEW BRUNSWICK, NEW JERSEY

COLLAPSIBLE TUBES • SHEET METAL GOODS
CORK TOPS • SPRINKLER TOPS • DOSE CAPS

CLASSIFIED ADVERTISEMENTS

The rates for advertisements in this section are as follows: Business Opportunities, $1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion. Please send check with copy. Address all communications to THE AMERICAN PERFUMER, 9 East 38th St., New York

PROFESSIONAL SERVICES

STAFF MINERALOGIST and Microscopist for large Automobile concern is now in a position to assist cosmeticians in solving complex problems that may arise in the use of such raw materials that are indispensable to successful face powder manufacture. Correspondence invited. Write S. W. 2255 The American Perfumer.

SITUATIONS WANTED

CHEMIST—BACTERIOLOGIST B.S. M.Sc., (Ohio State University), 3 years experience Cosmetics, Formulation and Control, Protestant, Married, Age 27. Prefer Manufacturing Chemists or Consulting Chemist. Chemical Sales. Anything. Address S. W. 2264, The American Perfumer.

ORGANIC Ph.D., '36—wants work with cosmetic or pharmaceutical house. Chemical Eng. training. Cosmetics a hobby for 5 years. Married, Age 30. Address S. W. Box 2265, The American Perfumer.

HELP WANTED

A CHEMIST with three to ten years experience in the manufacture and use of perfume is wanted to take charge of the research and development work on perfumes for a large manufacturing concern. The applicant must be a college graduate. One with a master or doctors degree is preferred. Address H. W. 2263, The American Perfumer.

SALESMAN for a prominent line of Shampoo, Base and Shaving Cream in bulk. Address H. W. No. 2166, The American Perfumer.

FOR THE BEST
BOOKS
ON THE
PERFUME AND ALLIED INDUSTRIES
CONSULT
BOOK DEPT.
THE **AMERICAN PERFUMER**
9 EAST 38th STREET • NEW YORK

(*Continued from page 92*)

esting. It suffers from the weaknesses which are apparently inherent in all miscellaneous formularies.

Weights and measures are given indiscriminately in avoirdupois, troy, apothecaries and metric measurements, which hampers the constructive comparison of formulae for the reader and user. Many trade named products are mentioned and while a section gives sources of supply of these products, the book would be better if straight chemical terms were employed, at least in numerous cases where this is quite possible.

It is a bit surprising to find the editor-in-chief including numerous products against which he has railed heartily in another recently published work. At the same time complete consistency on the part of debunkers and reformers is a jewel infrequently met with and perhaps he should not be criticized too severely on this score. A more important objection is the fact that the introductory material points and instructs in the way of "kitchen made cosmetics." Mr. Bennett has surely been in the industry long enough to know the fallacy of this procedure. Here, I feel more than consistency is involved. Debunking cosmetics is one thing while misleading the reader with directions for making every sort of product at home is quite another.

However, the book is reasonably useful as a reference work for those familiar with cosmetic practice. They will be able to use it with enough background of knowledge to avoid the pitfalls.

S. L. M.

☐ GENERAL CHEMISTRY. *By Alexander Smith, revised by James Kendall. Revised Edition 1936. D. Appleton-Century Co., Inc., New York City. 691 pages, illustrated. 5½ x 8 inches. Price*

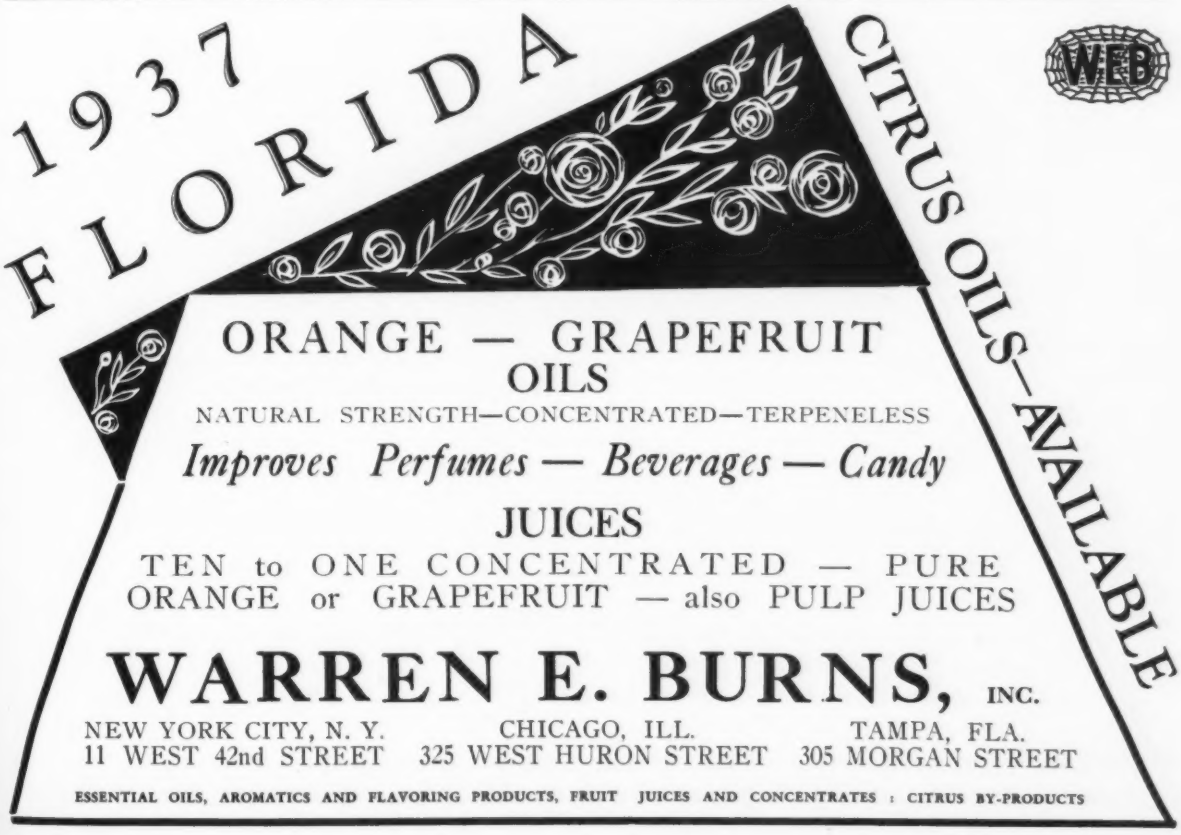
Professor Kendall ably presents his "cultural course" in general chemistry. (The book originally written by Dr. Alexander Smith, has since been revised by Prof. Kendall.) His work is used in many colleges and universities as a chemistry text book. It was this reviewer's good fortune to be among those studying from this *general chemistry* while at college.

Oftentimes, a chemist finds himself just a bit behind the times on some phase of general chemistry, such as crystal structure, ionization, isotopes and other recent advances. He longs for a book that will give him in thorough, but brief form, an understanding of the subject. Smith-Kendall's General Chemistry is that kind of a book. Thus, on page 55, and for 12 pages more, is a complete but short study of crystal structure based on work with the X-ray. All the reader needs is a general knowledge of chemistry, and this recent work is readily understood.

The chapters on ionization and ionic equilibria are exceptionally understandable. Atomic numbers, isotopes, valence and atomic structure are briefly outlined in two chapters consisting of 31 pages. Organic chemistry is also considered. The usual study of the various elements is presented in an unusual way. An appendix and index complete the book.

This fine *general chemistry* is outstanding particularly because of the author's frank presentation, combined with the understanding that the success of any text-book—as measured by the students' progress—is dependent on the close cooperation of author and instructor.

M. G. DE NAVARRE.



Always Uniform

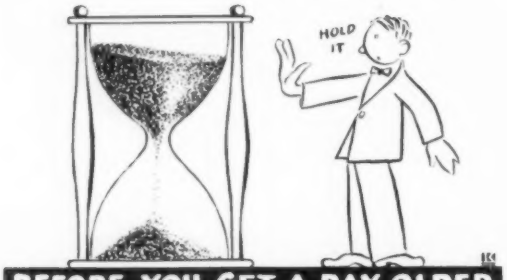
Always light in color . . . always sweet in odor . . . always satin-smooth in texture. In ALL WAYS Nimco Lanolin meets every requirement for a better Lanolin.

Write for testing sample today.

N. I. MALMSTROM & CO.
147 LOMBARDY ST., BROOKLYN, N. Y.

Refined FROM SELECTED WOOL GREASES
NIMCO LANOLIN
ANHYDROUS and HYDROUS, U. S. P.

MR. ALEXANDER SAYS:



BEFORE YOU GET A DAY OLDER

from trying to do both manufacturing and selling, investigate the CARLOVA way of achieving success.

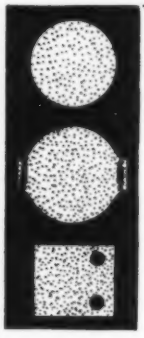
Many important firms depend on us to produce modernized cosmetics and toilet preparations for them—and spend all their time boosting sales.

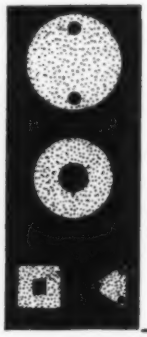
You can do the same. Just send us your containers and labels for us to fill and ship at surprisingly low cost . . . from our plants at St. Louis, Mo., and Binghamton, N. Y.

Tell us what you require and let us help you!

PERFUMES : TOILET WATERS : ALL TYPES OF CREAMS
BRILLIANTINE : NAIL POLISH : ALL TYPES OF LOTIONS
HAIR TONIC : TALCUM : ALL TYPES OF POWDERS

CARLOVA INC. BINGHAMTON NEW YORK





Hy-Speed FILTER DISCS

asbestos or filter pulp

Pure, long-fibred, iron-free asbestos processed under an exclusive formula gives Hy-Speed Asbestos Discs their unbeatable filtration qualities. Where filtration cost is a primary factor, Hy-Speed Pulp Discs are used with utmost satisfaction. Either type Disc is available in all sizes and shapes to fit any filter. We'll gladly send you samples.

WE MANUFACTURE

Disc Filters
Labelits
Portable Mixers
Mixing Units
Bottle Fillers
Bottle Rinsers
Glass-Lined Tanks
Transfer Pumps
Revolving Tables
Paste Mixers
Filter Discs
Filtering Asbestos

Write for NEW Catalogue

· ALSOP ·
ENGINEERING CORP.
453 Main Street
Milldale, Conn.

FINE PAPER BOXES for over half a century

★

tell us what you want

EUGENE K. PLUMLY COMPANY
N. W. COR. JUNIPER & FEDERAL STS., PHILADELPHIA, PA.

JUST PURCHASED

Take advantage of our large stock of unusual equipment obtained from recent purchases. Prices have been slashed for quick disposal. This is only a partial list. Your inquiries solicited.

3—Pfaudler 150 gal., tilting type, glass lined, rouge and powder Mixers, with double motion agitator.
5—J. H. Day 100, 200, 400 lb., belt and motor driven Powder Mixers.
2—J. H. Day 800, 2000 lb. Powder Mixers, belt and motor driven.
1—J. H. Day No. 1, 20 gals. Brighton Mixer.
1—J. H. Day 4-speed Gem Cream Mixer.
2—Kiefer, Metal-Glass 100 gal. Percolating Units.
1—Ayers automatic Tablet Counting machine.
6—Abbe Jar Mills, 2 to 4 gals. capacity.
6—Abbe Pebble Mills, 25 to 200 gal. capacity.
2—Stokes & Smith Powder Filling machines.
4—J. H. Day, Eureka, National Powder Fillers.
3—40 gallon Pony Mixers, BRAND NEW.
2—Stokes No. 2-C piston type Tube and Jar Fillers.
1—Stokes No. 79 Tube Closing and Clipping machine.
1—Stokes No. 90-D automatic Tube Filling and Closing machine.
1—Colton No. 14 automatic Tube Filling and Closing machine.
8—U. S., Kiefer, International, Alsop, Seitz Filters.
2—No. 3 Rotex Sifters.
20—Pfaudler, Glascote 20 to 200 gallon Storage Tanks.

SEND FOR BULLETIN COVERING COMPLETE STOCK OF KETTLES, MIXERS, FILTERS, PUMPS, LABELERS, PULVERIZERS, etc.

"We buy from single items to complete plants."

STEIN-BRILL CORP.

Agent for George G. Rodgers Company
Manufacturers of Tube Filling and Closing Machines

187 Varick Street New York, N. Y.

Cable Address:—Bristen Tel. WAlker 5—6892-3-4-5

INCREASE YOUR SUMMER SALES

SELL SUNTANOL*

*MORE SOUND SELLING POINTS THAN ANY OTHER SUN TAN OIL



1. Suntanol now contains a considerable quantity of one of the most effective sun screens ever developed.
2. Suntanol is a scientific blend of soothing oils and aromatic chemicals.
3. Suntanol is made of ingredients specially selected for their ability to promote tan and alleviate sunburn. Suntanol will not wash off after a dip in lake or sea water, though it is easily removed with soap and water.
4. Suntanol cools as it tans.
5. Suntanol coloring, a product of extensive research, does not permanently stain bathing suits.
6. Suntanol is made in medium and heavy grades; is colored red or yellow.

Write today for further information.

SHERWOOD PETROLEUM COMPANY, INC.

Main Office: BUSH TERMINAL, BROOKLYN, NEW YORK

Refinery: Warren, Pa. Stocks carried in principal cities

LA PARFUMERIE MODERNE

FOUNDED
- IN 1908 -

A Monthly Review Devoted To The Perfumery And Allied Industries

La Parfumerie Moderne publishes the most complete Technical and Practical Articles on Essential Oils and Synthetics and their uses in Perfumery, Soaps, Drugs, etc.

La Parfumerie Moderne publishes its principal articles in English and Spanish.

SEND FOR SPECIMEN TO THE PUBLISHER

LA PARFUMERIE MODERNE, 15 rue Constant, Lyon 3° (France)

INDEX TO ADVERTISERS

Abonita Co., Inc. 96
Allen & Sons, Ltd., Stafford Inside Front Cover
Alsop Engineering Corp. 108
Aluminum Co. of America 83
American Can Co. Front Cover and 9
American Perfumers' Laboratories Inc. 19
Ansbacher-Siegel Corp. 104
Aromatic Products, Inc. ..... —
Atlantic Refining Co. 58

Bagaroff, Velizar 87
Bakelite Corp. ..... —
Baker & Bro., H. J. 58
Batzouroff & Co. ..... —
Balmay, Inc. 104
Bowdlear Co., The W. H. 91
Brasil Perfumista 100
Brass Goods Mfg. Co. 16
Bridgeport Metal Goods Mfg. Co. The 22
Bromund Co., E. A. 105
Burns, Warren E., Inc. 107
Bush & Co., Inc., W. J. .....1 and 87

California Fruit Growers Exchange 8
Camilli, Albert & Lalone 2
Carlova, Inc. 108
Carr-Lowrey Glass Co. 13
Charabot & Co. .....10 and 11
Classified Advertisements 106
Clifton Chemical Co., Inc. 100
Colgate-Palmolive-Peet Co. 58
Collapsible Tubes & Containers, Ltd. 94
Colton Co., Arthur 92
Consolidated Fruit Jar Co. 106
Consolidated Products Co., Inc. 106
Consorzia Provinciale Agrumicultura 88

De Laire, Fabriques ..... —
Dodge & Olcott Co. .....4 and 5
Dreyer Inc., P. R. 101
Drury & Co., A. C. 58
Du Pont de Nemours and Company 60
Dupont, Justin 23
Duval, Compagnie 94

Economic Machinery Co. 104
Empire Distilling Corp. ..... —
Ertel Engineering Corp. 96

Felton Chem. Co., Inc. 57
First Machinery Corp. 111
Fischbeck Co., Inc., Chas. 23

Florasynth Laboratories, Inc. .... —
Franks Chemical Products Co. .. 98
Fritzsche Bros., Inc. Insert Between 8 and 9

General Drug Co. 89
Giese & Son, August 110
Givaudan-Delawanna Inc. Insert 17 and 18
Glass Products Co. 111
Goldschmidt Corp., The 98

Harkness & Cowing Co. 58
Hazel-Atlas Glass Co. ..... —
Heine & Co. ..... —
Helfrich Laboratories 24
Helfrich Laboratories of N. Y. Inc. 24
John Horn 104

Interstate Color Co. 100

Kep-Ark, Inc. 14
Kimble Glass Co. .....3 and 20
Klinker Mfg. Co. 87
Koster Keunen 96
Kranich Soap Co. 86
Krause, Inc., Richard M. ..... —

La Parfumerie Moderne 109
Leeben Chemical Co., Inc. 111
Leonhard Wax Co., Inc., Theodor 106
Les Parfums de France 90
Life 112
Lockwood Bracket Co. 58
Leuders & Co., George 2

Mallinckrodt Chemical Works ... —
Malmstrom & Co., N. I. 108
Manufacturing Chemist 102
Maryland Glass Corp. 71
Mathieu, Inc., Chas. 100
McMellon Bros. ..... —
Merck & Co., Inc. ..... —
Mero, J., and Boyveau ..... —

National Collapsible Tube Co. ... 98
No-Kap Closures ..... —
Norda Essential Oil & Chemical Co., Inc. 26
Northwestern Chemical Co., The .. 88

Owens-Illinois Glass Co., The 27
Oxzyn Company 12

Pappazoglou, Botu D. ..... —
Parento, Inc., Compagnie 21
Parfumeries de Seillans Insert between 8 and 9
Parsons, M. W. 103
Pfaltz & Bauer, Inc. 111
Plaftz, Harry E. 82
Pfaudler Co., The ..... —
Pharmaceutical Specialties Co. .. —
Plumly Co., Eugene K. 108

Ritchie & Co., W. C. 93
Roure-Bertrand Fils, Inc. 23
Rowell Co., Inc., E. N. 84

Sander Corp., Monroe 94
Sanderson & Sons, W. 5
Schimmel & Co., Inc 25
Schmoller & Bompard, S. A. 99
Scovill Manufacturing Co. 28
Sherwood Petroleum Co. 109
Shipkoff & Co., P. K. ..... —
Sierra Talc Co. 58
Silver Import Co., George 72
Soap, Perfumery & Cosmetics 90
Société des Chimique Usines Rhône Poulence 60
Solo Laboratories, Inc. 88
Solvay Sales Corp. ..... —
Stanco Distributors, Inc. 70
Stein-Brill Corp. 109
Stilwell & Co., Arthur A. 93
Swindell Bros., Inc. 30

Thurston & Braidich 58
Tombarel Frères ..... —
Tombarel Products Corp. ..... —
Turner White Metal Co., Inc. 69

Ungerer & Co. Inside Front Cover, 10 and 11
U. S. Industrial Alcohol Company Inside Back Cover
U. S. Industrial Chemical Co., Inc. Inside Back Cover

Van Ameringen-Haebler, Inc. .. 6 and 7
Van Dyk & Co., Inc. 97
Vanillin Fabrik 15
Verley, Inc., Albert 15
Vidal-Chaovet ..... —
Voss Corp., Karl ..... —

Warner Jewelry Case Co. ..... —
White Metal Mfg. Co. 59
Whittaker, Clark & Daniels, Inc. .. 85
Will & Baumer Candle Co., Inc. .. —
Wirz, Inc., A. H. ..Outside Back Cover

Giese's Filter Papers *are the Best!*



Bale of Filter Paper

Heavy Linen Fibre Filler Paper for Rapid Filtration of Large Quantities—Very Strong

PACKED AS FOLLOWS:

13 inch, 55 lb. Bales
15 inch, 55 lb. Bales
18 inch, 55 lb. Bales
20 inch, 110 lb. Bales
24 inch, 55 lb. Bales
26 inch, 55 lb. Bales
32 inch, 55 lb. Bales

Also folded—packed in cartons

Free illustrated leaflet on request

AUGUST GIESE & SON, 121 E. 24th St., N. Y. C.



Folded Paper

New and Used Machinery Costs Rising — Fill Your Needs NOW

6 Day & Ross Pony Mixers—8-15-40 gal.
2 Stokes & Stokes & Smith Power Fillers
7 Day, Gedge Gray Powder Mixers—50 to 4000 lbs.
2 Kent & Ross 3 roll Water Cooled Mills
2 Colton worm type tube Fillers
2 Colton No. 14 and No. 6 Automatic tube Fillers, Closers and Clippers
8 Aluminum Steam jacketed Kettles 3-200 gal.
3 Abbe Eng. Pebble and jar Mill 1 gal. to 300 gal.
MISCELLANEOUS: Dryers, Colton Suppository Press, Grinders, Granulators, Labelers, belt Conveyors, glass lined Tanks, Agitators, Filters, etc.

new FMC tube fillers
new FMC closers and clippers
new FMC portable mixers
new FMC straight line and rotary syphon fillers
new FMC belt table conveyors
new FMC vacuum fillers

"Only one can be FIRST" FMC *Cable address "EFFEMCY"*

"See First first"
First Machinery Corp. 419 Lafayette St. New York City
"We purchase your surplus equipment"

falba
REG. U.S. PAT. OFF.
ABSORPTION BASE
THE HEART OF LANOLIN

Safe —
Pure —
Neutral —

Penetrates the skin with benefit to it.

Gives lustre throughout the entire cream.

Eliminates the necessity of flaming your lipsticks.

Particulars and sample on request

Pfaltz & Bauer, Inc.
EMPIRE STATE BUILDING, NEW YORK
Perfume Oil Department

You'll find our Applicator Bottles

the ideal package for your fine perfumes or liquid nail polish remover.

Exclusive designs, made of finest quality crystal clear glass. Furnished with the finest Bakelite caps, black or ivory, with correct liner for purpose specified. These and other styles also furnished without applicators. Write today for samples and prices!



No. 13 • Plain Flat Oval Bottle. In ¼-½ and 1 oz. sizes.



• **No. 43** Basket Weave Design. In 1 and 2 dram sizes.



No. 223 • Antique Design Cut Glass Bottle. In 1, 2 and 4 dram sizes.



• **No. 773** Modern Design Flat Oval Purse Bottle. In 1 and 2 dram sizes.

GLASS PRODUCTS CO.
GLASSWARE
VINELAND, NEW JERSEY

New York: L. A. Barber 74 S. Portland Ave., Bklyn, N. Y.
Atlanta, Ga.: Warren M. Curry 2895 Peachtree St.
Chicago, Ill.: E. Marx & Co. 308 Washington St.

COLOR
COLOR

LET US SOLVE YOUR PROBLEM!

ANILINE COLORS

For Perfumes, Soaps, Shampoos, Bath Salts, Toilet Preparation Compounds. Nail Polish, Waveset and Permanent Wave Lotions.

COSMETIC COLORS

For Rouges, Face Powder, Lipsticks.

CARMINE No. 40

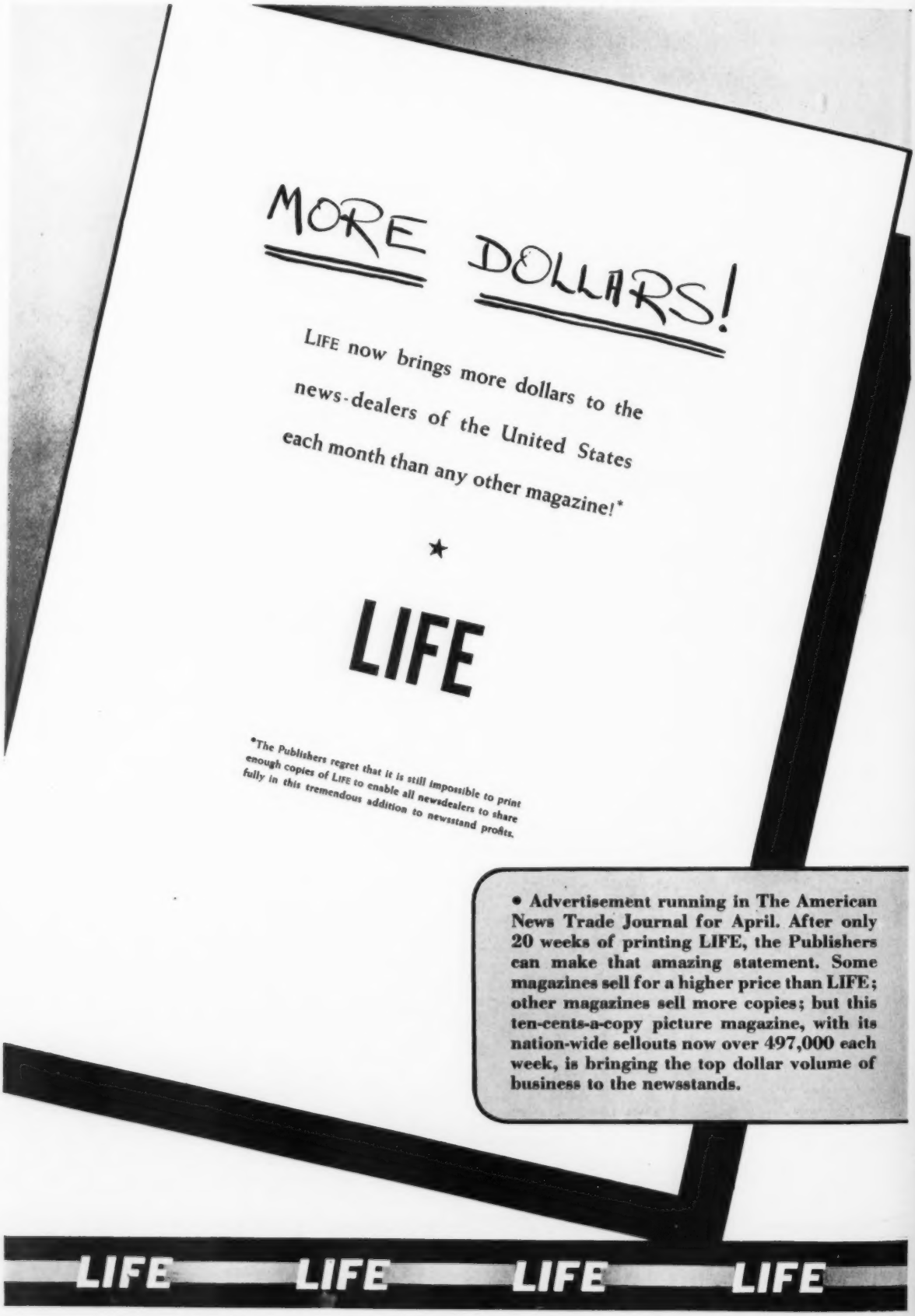
SAPONINE

—the Perfect Foam Producer

We also carry a full line of **CERTIFIED FOOD COLORS**



LEEBEN CHEMICAL CO., Inc.
Successors to H. LIEBER & CO., Inc.
389 Washington St., New York, Tel.: WAlker 5-0210-0211



CLASSIFIED ADVERTISEMENTS—PAGE 106 TABLE OF CONTENTS—PAGE 25 INDEX TO ADVERTISERS—PAGE 110